Membership & Public Relations Report

Membership

Since the last AGM 17 new members have joined us along with 4 friends, between them they bring 6 children. We currently (as at 7th June) have 585 members and friends, at the last AGM (June 2018) we reported 606 members and friends. The Burial report will cover our sad losses. However, we cannot get away from the fact that there is a large decline in synagogue membership throughout the civilised world.

It appears no longer to be a priority to belong to a synagogue other than for life cycle events. People still want a sense of togetherness and community - all the positives that it brings to their lives, but not necessarily via a paid membership. This is a very big challenge that we and all other synagogues are currently facing. Here at ELELS we are trying hard to seek ways that we can develop further as a community. Being a Liberal Synagogue and at the cutting edge of modern Judaism we have more than most to offer and we need to find more avenues to promote this.

At present we are looking into new models and ideas to attract members plus generally engage with more people of all spectrums. If you have any ideas or would like to help me form a new membership committee, please come and see me after the meeting. Currently we have 2 friends and 3 families interested in joining us. I wish to thank both our Rabbis' for their tireless effort and dedication they have for our community and particularly for their leadership in gaining new members.

Public Relations & Media

This year we have continued to gain very regular media coverage regarding our services, events, festivals or Cheder activities on the internet and in the Jewish or local press. We are extremely grateful for their support - this in turn helps to promote us on social media. Social media is the strongest tool along with our Rabbis' we have to promote ourselves. This coming year we are going to strive to maximise this along with more regularly updating of our website and media pages. I would like to take this opportunity to thank Simon Rothstein for all his support along with Bob Kamall and Paul Bloomfield who take photos for me when I am unable to attend events!

Merle Muswell