



"We are living in a complex post-ethnic, post-modern, digital age that is redefining choice, identity and belonging. It's a fluid reality that calls for radical solutions and paradigm shifts. That is what Lab/Shul has set out to do."

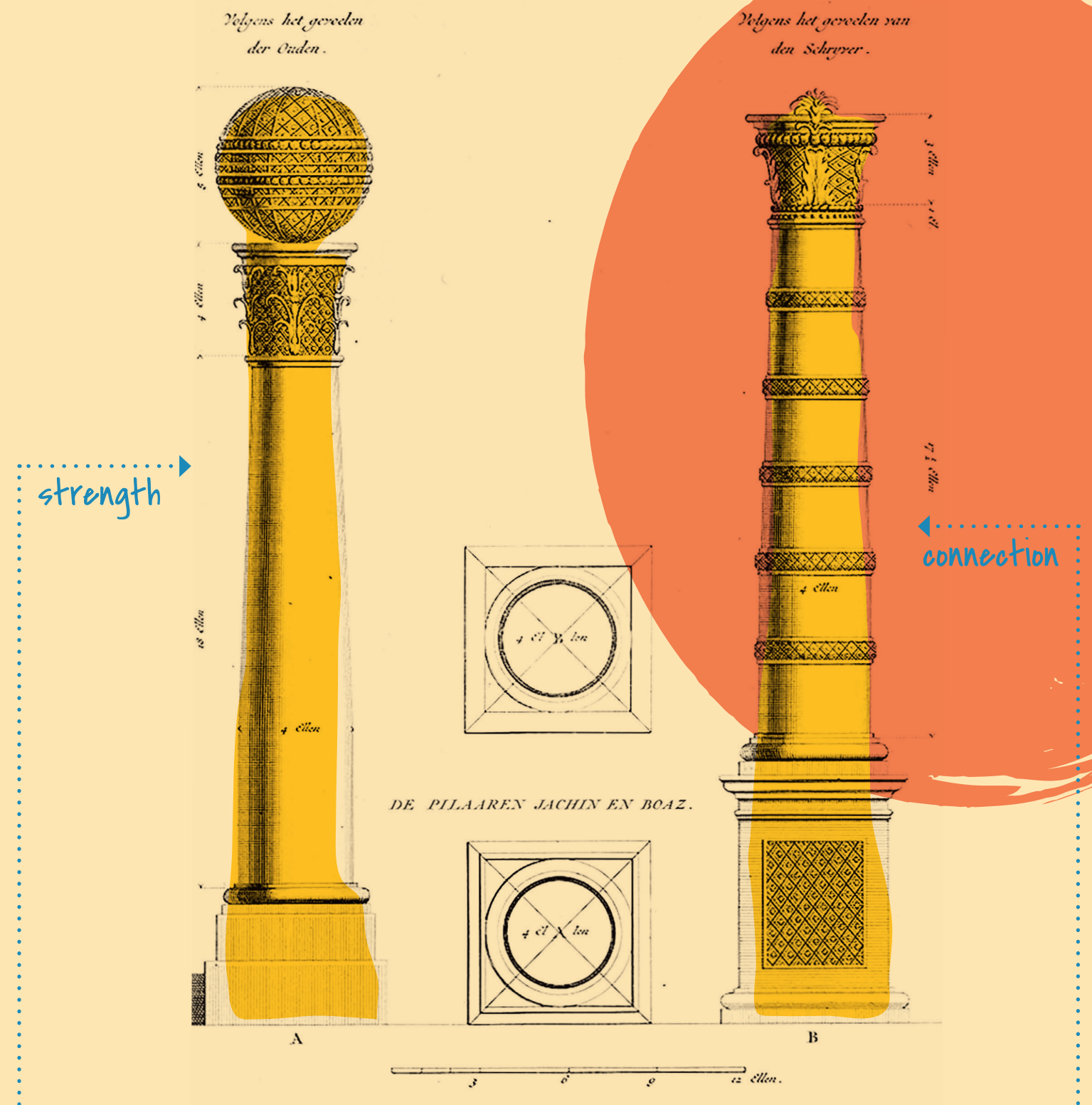
- RABBI AMICHAI

About the Cover Illustration

The symbolic image of the two pillars depicted on the cover of our strategic plan echoes the imagined architectural detail of the Temple of Solomon in Jerusalem, circa 1000 BC. According to tradition, two pillars named Yachin and Boaz guarded the threshold to the sacred. In later mystical adaptations these pillars represent the necessary embodied balance of human existence. Lab/Shul's adaptation of these two pillars as our blueprint for strength and connection echoes our ancient past as we reinvent our present and future sacred reality.



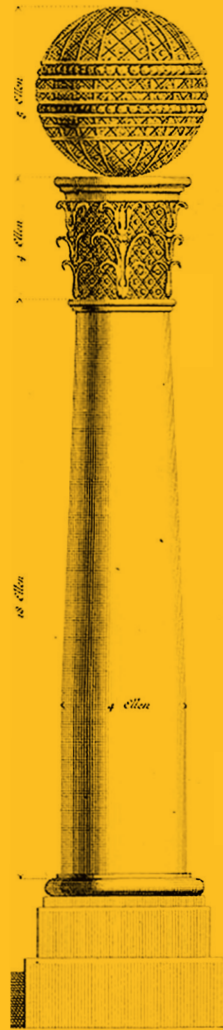
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strength

connection

STRATEGIC PLAN
EXECUTIVE SUMMARY
2019 - 2024



BUILD STRUCTURES FOR GROWTH AND PROSPERITY

A critical objective for Lab/Shul over the next five years is to create stability and strength - financial strength, a physical home, technological infrastructure and leadership structures. The stability establishes a solid foundation from which Lab/Shul may leverage its unique position as a global pioneer, growing an amplifying its mission and vision for the long term in New York City and beyond.

The Lab/Shul community is dedicated to exploring, creating and celebrating innovative opportunities for contemplation, life cycle rituals, the arts, life-long learning and social justice. Building on Storahelling’s vision and practice, Lab/Shul seeks to redefine the role of sacred gatherings that nourish our thirst for meaning, connection, spirituality and community.

OUR MISSION

Lab/Shul is an everybody-friendly, artist-driven, God-optional, experimental community for sacred Jewish gatherings based in NYC and reaching the world.

OUR VISION

Lab/Shul is a thriving, nurturing spiritual community where inclusive, accessible and radically renewed Jewish ritual promotes deep communal connection and broader societal shift.

As a pioneer in redefining the role of sacred gatherings, Lab/Shul visualizes itself as a model for other spiritual communities and a catalyst for global change.

In support of its Vision and Mission, Lab/Shul has identified two interrelated strategic “pillars” for the next 5 years. Derived from input from the Lab/Shul staff, board, and the wider community, these mutually supportive pillars define Lab/Shul’s objectives, goals, decision making, and priorities across 6 capacity building areas:



MEMBERSHIP MODEL

Lab/Shul builds a strong financial foundation through its membership model, one that reflects its community’s values and ensures achievement of the organization’s long-term goals. The model is unique and inspired by current, proven trends in membership-based business models across a range of industries including fitness, consumer goods, arts and entertainment, and faith-based communities.



PHYSICAL HOME

Lab/Shul fosters a sense of permanence and stability for its staff and community members through a shared physical space that embodies Lab/Shul’s artist-driven and everybody-friendly values. The space supports multi-faith families and fosters multi-faith partnership, while continuing Lab/Shul’s experimental, “pop-up” ethos.



BOARD & LAY LEADERSHIP

Lab/Shul increases investment and engagement in its community by creating pathways for Partners to build their leadership and contribute their money, skills, and time.



DIGITAL REACH

Lab/Shul creates a robust set of integrated digital capabilities that enable the organization to extend its reach. They provide programs that meet people wherever they are around the globe and facilitate clearer communication between both Lab/Shul headquarters and all program participants, as well as between individual participants. Monetizing this digital capability will be a significant revenue stream for Lab/Shul in 5 years.



TARGET MARKETS & PROGRAMMING

Lab/Shul has clarity on the range of people it serves and programs it creates for them, creating pathways for increased engagement and authentic communal bonds.



INFRASTRUCTURE

Lab/Shul invests in core infrastructure to support its team including technology, metrics, leadership structures, and well-being.



GROW AND DEEPEN COMMUNITY ENGAGEMENT

Equally critical over the next five years is building deep investment and engagement within the local community in New York City. This includes pathways for community members to take on leadership roles and to deepen relationships with each other. In doing so Lab/Shul aims to model what a thriving synagogue community can look like in the 21st century.