

## Ambassador Toolkit – Questions for Consideration

1. What brought you to Edmonton? How long have you been here?

- 1 Job opportunity/economic environment
- 2 Born and raised
- 3 A vibrant Jewish community was a consideration when decided to come

2. How do you find Jewish community life generally?

- 1 Small, warm and inclusive
- 2 Fractured, divided, money seeking
- 3 Divided, but united
- 4 Connections to the community, and to each other driven by children's activities/programming

3. Thinking of your aspirations/expectations of community life, what would you like to see the community offer that would enrich your Jewish life? Do you see any challenges/barriers to realizing those aspirations?

- 1 A warm, welcoming "Home" for the entire community to connect
- 2 A non-denominational (neutral) location for gatherings
- 3 A facility to serve mothers and their young children

### Challenges:

- 1 Cost
- 2 Sustainability
- 3 Finding and retaining a 'rock star' (professional) executive director and/or program manager

4. What value might there be in having a central gathering place for the Jewish community, and what purpose(s) might it serve?

- 1 Help build a more vibrant and connected Jewish community by building connections between all Jews in Edmonton
- 2 Help attract people to Edmonton, and become more engaged Jewish members when they do move here
- 3 Raise the profile of the Jewish Community to the broader community
- 4 Provide synergistic opportunities for Jewish organizations and businesses