

One Call Now Grant Helps Congregation Stay Connected and Rebuild After Fire

B'nai Adath Kol Beth Yisrael Synagogue

Members of B'nai Adath Kol Beth Yisrael Synagogue in Brooklyn, New York, are well versed in the trials of their Jewish ancestors—like the destruction of the first and second Holy Temples of Jerusalem.

On November 14, 2017, they faced a discouraging challenge of their own.

Their synagogue was destroyed by a fire started accidentally by a contractor working on the roof. A synagogue since the 1800s, the building had served as the B'nai Adath congregation's house of worship and center for community outreach since 1967. Reaching out beyond its congregation, B'nai Adath has hosted major events in the Jewish community and has served the neighborhood with a free soup kitchen as well as counseling and family services.

Like their ancestors, the B'nai Adath congregants refuse to allow tragedy to stop them. They're moving forward with a GoFundMe.com fundraising campaign to rebuild the synagogue.

Help to Spread the Word

And One Call Now is assisting the effort—to keep the more than 200-member congregation informed and united in the transition and to help spread the word to a wider audience interested in helping.

The congregation has been awarded the **One Call Now Communities of Faith Grant**, which provides the One Call Now messaging app and full customer support for two years. B'nai Adath is one of six faith communities selected to receive the grant in 2018, based on merit and need.

B'nai Adath members are temporarily worshipping at a nearby synagogue, says B'nai Adath member Dr. Syene Cooper. Dr. Cooper, who previously used One Call Now as a high school principal, adds, "One Call Now helps us keep our membership informed about community events we're in, to keep the heartbeat and pulse of our membership together. It's been very helpful."

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THE CLIENT

B'nai Adath Kol Beth Yisrael Synagogue, founded in 1954, has been at its current location in the Bedford-Stuyvesant neighborhood of Brooklyn, New York, since 1967. More than 200 people worship at the synagogue, which has parented other Jewish congregations. And B'nai Adath has a history of community outreach, including a soup kitchen and counseling and family services.

THE CHALLENGE

Like any house of worship, B'nai Adath Kol Beth Yisrael Synagogue needed to maintain good communication—to inform and involve its congregants and community.

But this became even more important after November 14, 2017, when fire destroyed the synagogue. Synagogue leaders found they needed a more robust messaging tool, up to the task of staying connected with congregants, who were displaced to another synagogue, and promoting a building campaign.

THE SOLUTION

The B'nai Adath congregation's application for a One Call Now Communities of Faith Grant was approved, allowing the synagogue to use the One Call Now service—with phone, email and texting capability—for two years, backed by full support services.

THE RESULTS

One Call Now has been welcomed by the synagogue's congregation, including older, less tech-savvy members, who have found it easy to use.

CLIENT CASE STUDIES *continued*

A Solution for All Ages

Before One Call Now, the synagogue updated congregants and others via a group chat app that was limited to texting, he said. "One Call Now has enabled us to increase the number of people we keep in communication with. With an effort like this, we needed something that was more robust."

Enabling phone, email and text messaging, One Call Now works across generations, Dr. Cooper says.

"We have older congregants as well as younger congregants, so we have mixed ages. A lot of our older members are not as tech savvy, but they have been able to grasp it very easily."

Plus, One Call Now provides the capacity to reach more people. "We're using One Call Now for all communication with congregants, our extended membership and the broader community, those who are in support of our efforts to rebuild. We're consistently increasing that number."

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