



May 2016

Dear Mishkon Member,

A new membership year is almost here, and it will surely be an exciting one filled with “**firsts**.”

- On July 1<sup>st</sup>, Mishkon’s new administration will begin its tenure with Melissa Tarsky as President. Your opportunities here for either **first** time or continued involvement are boundless. Committees need to be filled – some new ones can be formed – Adult Education programs will be offered, Preschool and Religious School activities will begin, and High Holy Days plans will start revving up.
- On August 1<sup>st</sup>, Rabbi Gabriel Botnick will assume the role of Mishkon’s Rabbi. August 5<sup>th</sup> and 6<sup>th</sup> will be his **first** Shabbat as pulpit rabbi. This will be your **first** opportunity to officially welcome him to Mishkon and show your support.
- We are planning to have our **first** active new-member campaign to let people know where we are, who we are and what we offer. You, as a member of Mishkon, can answer these questions. We need you to participate on whatever level you are comfortable.
- Help us plan activities that celebrate Mishkon’s **first** hundred years. This will give us the opportunity to celebrate our past and look to our future.

I like to think that Mishkon is different from other synagogues. I once said that we are a laid-back, feet-on-the-coffee-table congregation. Unfortunately, some people think that means we need less financial participation. Nothing could be further from the truth. We take pride in being known to welcome all Jewish people as members, regardless of income. We do not ask anyone to substantiate their category by providing their income information because we know we have a dedicated membership. But, whether you come once a year or every week, whether you participate in many activities or few, we still need to turn on the lights every day, fix whatever breaks, have phones and Internet to answer your needs, and, of course, pay the salaries of the dedicated staff supporting what we do.

Here is my big “ask”: Think hard about what you can afford, then go up a notch. Because we provide the option of monthly payments (with no finance charge), perhaps you can be more generous. If you want to give more than the category you choose, but not quite the next level, feel free to include a donation.

We continue to be open and flexible for your convenience. We ask you to do the same. Your commitment and generosity will ensure Mishkon’s ability to serve the Venice/Santa Monica Jewish community into the next 100 years.

Please be sure to sign and send in your form by June 30<sup>th</sup>. And, by the way, let me know where you would like to put your volunteer energy.

Judy Gordon  
President