



## Large Beats and Small Beats

<https://ejewishphilanthropy.com/dont-leave-relationship-building-to-chance-using-the-heartbeat-model-of-engagement/>

“The large beats, indicated in red, reflect programmatic offerings—immersive experiences and planned gatherings we may often refer to as “programs” — that are critical opportunities for people to deepen their relationships and explore their Jewish identity in a group. Large beats look different for a JCC, a synagogue or a nonprofit, and may include: Shabbat and prayer services; holiday gatherings like Passover seders, Purim carnivals, or High Holy Day services; educational programs like religious school or adult classes; and social gatherings like happy hours, hikes and trivia nights.

The small beats, indicated in blue, represent the relational work that happens *in between* programmatic offerings. Small beats are the connective tissue that helps cultivate a sense of welcome and belonging, ensuring that people want to return to our spaces and continue engaging in our communities. Though they’ll likely differ for each organization, small beats can include meeting one on one for a coffee or walk; acknowledging pivotal moments in our community members’ lives with a text, call or gift; making introductions between people; sharing articles (like this one!) that remind you of the person; and sending personalized invitations and follow-ups from large beats. These types of connections build an ongoing relationship and connect the distinct “large beat” experiences to one another.

Both small beats and large beats are equally necessary — and neither can exist without the other. Our goal as community leaders should be to cultivate a healthy heartbeat that balances the large beats with the small. To do this, we need to focus time and energy on the small beats.”



