

1. Goals

The purpose of The Kol Emeth Young Adults shall be to create and maintain a community of Jewish young adults, and to organize educational, religious, social, cultural, and recreational activities. TKEYA shall collaborate with Congregation Kol Emeth when opportunities arise, and with other like-minded, local organizations when it is appropriate to do so.

2. Committee structure

The chair of TKEYA shall be the person selected by the Kol Emeth board of directors as Young Adults Chair, for as long as the board maintains this position. Individual volunteers may elect to take on specifically defined roles, but no fixed positions have been defined.

3. Target demographic

TKEYA aims to serve and attract young singles and couples. It is expected that most members will be between the ages of 20 and 40, but there are no firm criteria. It is left to individuals to decide for themselves, based on the nature of TKEYA events and the existing demographic mix, whether they are best served by TKEYA or another organization associated with Kol Emeth.

Young families with children are welcome to participate. However, many events will not be suitable for small children. No specific effort will be made to accommodate children or to provide child care.

Where a succinct verbal description of the target audience is necessary, a vague formulation such as “20s, 30s, or young at heart” is suitable.

4. Publicity strategy

TKEYA currently maintains two online publicity channels: a blog and a Facebook group. TKEYA recognizes the unique value of Facebook as an organizational tool, but the blog is also considered necessary to reach people who don't use Facebook and to maintain a presence on the public Internet. In addition, the Kol Emeth staff places TKEYA events on the Kol Emeth calendar.

TKEYA will advertise some events through other publicity channels, but does not seek to compete with better-resourced organizations in this regard.

5. General event policies

TKEYA frequently receives offers to announce events hosted by other Kol Emeth committees and other young-adult groups. In order that the group maintain focus, it is important to outline which events are and are not acceptable. These policies apply equally to events hosted by TKEYA and those hosted by other groups. However, they are not binding and the committee may accept or reject events on a case-by-case basis.

a) Basic event guideline

The most basic criterion for all events that TKEYA announces is that they must (1) either have specific appeal to Jewish young adults or be attended primarily by Jewish young adults, and (2) be local.

b) Co-sponsorship and co-promotion

A distinction is made between “co-sponsored” and “co-promoted” events. Co-sponsored events are treated similarly to TKEYA events, and must follow the same policies. Co-promoted events are announced through TKEYA’s publicity channels, but in a way that makes it clear that another group is responsible. They need not follow all of TKEYA’s policies, but specific events will be considered on a case-by-case basis.

By the nature of TKEYA’s Facebook group, group members who are not TKEYA volunteers can post event announcements without TKEYA’s approval. These announcements will be permitted so long as they satisfy the basic criterion described above. If an event does not, TKEYA may disclaim responsibility for it.

c) Political events

TKEYA does not wish to create a perception of taking sides in any political dispute. With this in mind, TKEYA should, in general, refrain from supporting events that promote a specific political agenda. However, political events with an educational focus may be co-sponsored.

6. Halakhic policies

TKEYA does not have a comprehensive halakhic policy, but the following decisions have been made for halakhic issues that commonly occur.

a) Kashrut

All food and beverages served at TKEYA events should follow Kol Emeth’s kashrut policy. If an event is put on by an organization with a more permissive policy than Kol Emeth’s, TKEYA may co-promote it, so long as the discrepancy is made clear.

The policy may be found here:

<http://www.kolemeth.org/assets/files/KashrutGuidelines.pdf>

b) Travel on Shabbat

It is preferred that events be held within walking distance of Kol Emeth. However, events may be co-sponsored even if they cannot be reached by foot. In this case, TKEYA should assist any members who wish to make special arrangements with the event host.