



## NEWS RELEASE

FOR IMMEDIATE RELEASE

May 16, 2022

Contact: Russ Blatt  
President, Manetto Hill Jewish Center  
516-935-5454  
mhjcruss@gmail.com

### **GIVE FROM THE HEART, A NEW DUES STRUCTURE IS ANNOUNCED**

PLAINVIEW, NY - Manetto Hill Jewish Center in Plainview, NY, is proud to introduce a new dues structure with the *Give from the Heart* campaign. Moving forward, each member will determine their own financial commitment to the synagogue. The congregation approved *Give from the Heart, a sustaining pledge model*, at its Annual Meeting on May 15th. MHJC is the first synagogue in Eastern Nassau County to adopt this model.

According to Russ Blatt, President of the 53-year-old synagogue, the motivation for the change is that “MHJC wants to further develop its membership model with its core value of being open and welcoming to everyone – regardless of financial wherewithal – who wants to participate in a Jewish life.”

The synagogue will not charge dues or a building fund assessment through *Give from The Heart*. “Instead,” says Blatt, “we are asking our members to make a commitment to MHJC based upon the ability to pay and the importance of MHJC.” He added, “*Give from the Heart* provides an opportunity for those who are unaffiliated or put off by high synagogue membership fees to find a comfortable level and grow in their commitment to the community. We do not want money to be a factor anymore.”

According to Blatt, the new model removes a significant barrier to entry for young families looking to join a temple and will help retain existing families. With the rising costs of living in Eastern Nassau County, MHJC is welcoming families that could not afford traditional dues but still finds membership in a synagogue meaningful and an essential part of their family.

MHJC Membership VP Sarah Rabinovici has been working with a task force for almost a year reviewing various dues structures. “We came up with a sustaining pledge that we ask each member family to pledge, but we recognize that some will be able to give more, and others may give less, depending on their financial circumstances.”

MHJC is sensitive to the realities of modern Jewish life on Long Island. The synagogue welcomes all Jewish, interfaith, and non-traditional families who wish to include Judaism as a central part of their lives. The hope and goal are to provide everyone with a fulfilling experience.

#### About Manetto Hill Jewish Center

Established in 1969, Manetto Hill Jewish Center is a Conservative Synagogue in Plainview, New York. Manetto Hill Jewish Center is a forward-thinking progressive congregation and was the first egalitarian congregation on Long Island and embraces all families and relationships.