

ATRA STRATEGIC PLAN EXECUTIVE SUMMARY 2025–2028



Rabbinic Leadership Elevated

Data-Informed,
Future-Focused,
Community-Driven

OVERVIEW

We stand at an historic inflection point for Jewish life. Communities are disoriented by polarization, antisemitism, and shifting patterns of belonging. Beneath the fear, though, lies opportunity. People are searching for meaning, learning, connection—for a Jewish community that feels like family. Rabbis are among our most trusted leaders to meet this moment with wisdom, creativity, and care—whether they serve in congregations, schools, campuses, organizations, or the many other settings where Jewish life unfolds today. Yet too often, they face this calling without the tools, networks, or systems of support they deserve. That is why Atra exists.

You deserve an excellent rabbi. Our rabbis deserve the investment to make that possible.

OUR MISSION

Atra equips rabbis—and the ecosystem that supports them—to grow, adapt, and lead the Jewish people in a rapidly changing world.

OUR VISION

A vibrant Jewish future where every Jew and seeker can call someone “my rabbi” and find wisdom, care, and connection to a living tradition.

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Atra gets what too few people say out loud: Jewish life depends on great rabbis. We need more of them, and we need to support the ones we have to lead with strength, skill, and heart. Atra is making that happen by helping rabbis grow and by bringing the whole field to the table.

—BARRY FINESTONE (JIM JOSEPH FOUNDATION)

850+

CLERGY TRAINED
& SUPPORTED

300K+

JEWISH COMMUNITY
MEMBERS REACHED

Atra clergy were
ordained at over
12 seminaries
and **17 rabbinic**
organizations.

Our Impact and Reach

We have built the
platform. Now we
are ready to scale.

What's Next?

Our Strategic Priorities



01

THE RABBINIC IDEALAB

Strengthen the Rabbinic Ecosystem

Serve as the field's hub for research, experimentation, and collective learning.

Commission and apply data-driven insights on rabbinic training, recruitment, and retention.

Mobilize institutional and funder collaboration around shared goals and evidence-based practice.

02

ATRA ACADEMY

Equip Rabbis to Lead in New Ways

Expand professional development for all career stages.

Grow the Center for Applied Torah with new content and core faculty.

Scale coaching, mentorship, and leadership innovation labs to meet the complexities of modern Jewish life.

03

THE ATRA RABBINIC NETWORK

Foster Collaboration and Connection

Build Communities of Action and Practice and regional networks for shared learning.

Convene annual gatherings and peer mentoring cohorts to strengthen relationships and shared leadership.

By 2028, Atra will have transformed how the Jewish world recruits, trains, and sustains rabbis—ensuring the Jewish future is guided by inspired, capable, and connected spiritual leaders.

Impact Goals

By 2028



10+

INSTITUTIONS PARTNERING TO STRENGTHEN THE RABBINIC PIPELINE AND BRING MORE RABBIS INTO THE FIELD



800

RABBIS SERVED ANNUALLY THROUGH ATRA ACADEMY TRAININGS, COACHING, AND APPLIED LEARNING



500

RABBIS AND SIX REGIONAL HUBS ENGAGED THROUGH A DEEPER RABBINIC NETWORK FOR COLLABORATION



TRAIN AND SUPPORT THOUSANDS OF RABBIS ACROSS DENOMINATIONS WITH ADAPTIVE SKILLS, NETWORKS, AND RESILIENCE



LAUNCH THE RABBINIC IDEALAB AS A PERMANENT RESEARCH AND INNOVATION HUB GUIDING FIELD-WIDE PRACTICE



CONVENE ANNUAL GATHERINGS ALIGNING FUNDERS, SEMINARIES, AND INSTITUTIONS TO SHAPE COLLECTIVE STRATEGIES

YOU DESERVE AN EXCELLENT RABBI.

OUR RABBIS DESERVE THE INVESTMENT TO MAKE THAT POSSIBLE.

