



NON-BELIEVER

(Jewish, but doesn't believe in perspective)



Jacob Stein

"I'm probably the smartest guy in the room."

Demographics

- Lawyer
- 32 years old
- Married (wife converted to Judasim)
- Lives in Westchester, NY
- Ivy League degree
- Parents are Reformed Jewish

Goals & Focus

- Make partner in law firm
- Have Jewish kids
- Nice home
- Make parents happy

Physical, Social, Tech Environment

- Democrat
- Reads Washington Post
- Yankees season ticket holder
- Likes to drink beer
- Tablet user (sometimes uses Facebook)

NON-BELIEVER

(Jewish heritage, but is uncertain what to believe)



Natalie Mizrachi

"I just want to know what's out there, especially if it's a new experience."

Demographics

- Computer Programmer
- 34 years old
- In a relationship with her Cuban-American boyfriend
- Originally from Israel, transferred to NY for work (Intel)
- Engineering degree
- Israeli army for 2 years as an intelligence officer
- Family is modern Orthodox Israeli
- Strong understanding of Jewish culture/Hebrew scripture

Goals & Focus

- To stay in the U.S. and get citizenship
- To work for a start-up
- Traveled to India where she was ministered by Christians

Physical, Social, Tech Environment

- Interested in connecting w/ pop-up Jewish events in NY
- Tal, her youngest sister, wants to live with her in NY
- Speaks 4 languages (Hebrew, English, Arabic & Spanish)
- Marathon runner

NON-BELIEVER

(Jewish heritage, but doesn't believe in anything)



Rylie Smith

"Do whatever makes you happy."

Demographics

- Graphic Designer
- 24 years old
- Single
- Lives in Berkeley, CA
- Youngest child from a diverse home (Jewish mom, non-believer Gentile)

Goals & Focus

- Fun
- Social justice
- Career path

Physical, Social, Tech Environment

- Atheist
- LGBTQ activist
- BuzzFeed, Blogs, Meet-ups
- Instagram, Twitter, Facebook
- Outdoorsy/green
- Bernie Sanders supporter

* Content for these personas was created by Jews For Jesus.

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BELIEVER
(Jewish believer)



Ari Berkowitz

"I'll let you know later (in a week or two)."

Demographics

- Online start-up/Starbucks for cash flow
- 27 years old
- Psychology BA
- Lives in Hartford, CT
- Lives at home with Jewish believer parents

Goals & Focus

- Find a purpose
- Get a job
- Move out of parents home
- Get married

Physical, Social, Tech Environment

- Attends Reality Hartford
- Every tech outlet (digital native)
- Websites, Facebook, Twitter, Instagram, etc.
- Conversant on entire Marvel Comics universe
- Comments on all of the blogs

BELIEVER
(Gentile believer, JFJ supporter)



Kenny Stevenson

"I may seem like a simple man, but I know what I stand for."

Demographics

- Construction worker/Plumber
- 39 years old
- Married with 3 children
- Vocational School
- Lives in Yakima, WA

Goals & Focus

- Wants to start his own plumbing business
- Provide faithfully for his family
- Be a good role model to his children using the bible as his foundation

Physical, Social, Tech Environment

- Conservative
- Baptist Church
- Fisherman
- Reads Field & Stream magazine
- Loves Israel
- Attends church weekly

BELIEVER
(Gentile believer, JFJ supporter)



Martha Sturgess

"My prayer for my children is that they'll always follow the Lord."

Demographics

- RN
- 48 years old
- Married with 1 young adult child
- Nursing degree
- Lives in Springfield, MO

Goals & Focus

- College fund
- Caring for aging parents
- Wants to give to something meaningful with time and resources

Physical, Social, Tech Environment

- BSF leader
- Conservative
- Plays Farmville
- On Facebook, blogs, email, Skype with grandparents
- Phone-centric and sends group texts
- Favorite verse: Proverbs 3: 5-6

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CHURCHES/CONGREGATION
(Gentile believer - Senior Pastor)



Troy Christophersen

"My job is to preach exactly what's in the bible and let the Holy Spirit do the rest."

Demographics

- Former Navy (currently Senior Pastor at Calvary Chapel)
- 55 years old
- Married, father of 3 adopted children
- Business degree
- Lives in Peoria, IA
- Believer since his late 20's.
- No formal seminar training (discipled by previous pastor to strengthen his gift of teaching till he was ready to lead)

Goals & Focus

- See more community outreaches (park days, fairs, etc.)
- Broaden the discipleship program

Physical, Social, Tech Environment

- Conservative, but doesn't preach his political views
- Enjoys outdoor activities with his family
- Reads theological commentaries
- Stays current on world news and how the church body can engage the spiritual needs, both local and abroad

CHURCHES/CONGREGATION
(Gentile believer - Teaching Pastor)



Kurt Bradford

"I want them to hear the gospel of Jesus, but in a nicer way than maybe they've heard in the past."

Demographics

- 55 years old
- Married 34 years, father of 2 adult sons (one walking with the Lord, one that is not)
- Formal education from Fuller Seminary
- Lives in Atlanta, GA

Goals & Focus

- Be more welcoming to people who have been hurt by the church
- Be kind and compassionate w/o compromising the gospel

Physical, Social, Tech Environment

- Keeps political views to himself
- Covenant Evangelical Free Church
- Enjoys physical activity (swimming, hiking and biking)
- Stays current on world news and how the church body can engage the spiritual needs, both local and abroad (hopes the physical world will open doors to discuss spiritual needs)

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STAFF
(Younger Staff)



Michelle Silver

"I wish Jews For Jesus would catch up with the Interwebz before the next season of my favorite Netflix series comes out."

Demographics

- Social Media Coordinator (5 years)
- 28 years old
- Single, but interested in being married
- Bachelor's degree in liberal arts
- 1 Jewish parent, 1 non-Jewish parent (both believers)
- Lives in Los Angeles, CA

Goals & Focus

- Get her branch up to speed w/ social media, and to better serve her local missionaries' needs
- Marriage, have her own place, get a dog, travel to Europe

Physical, Social, Tech Environment

- Digital native and Mac addict
- Interested in fashion and duplicating gourmet recipes from her favorite foodie blogger
- Think gay marriage isn't a big deal
- Voted for Obama, but doesn't care about politics anymore

STAFF
(Older Staff)



Roger Greenspan

"Do you remember when we were all in London together for the 1987 campaign?"

Demographics

- Senior missionary (28 years)
- 58 years old
- Married with 3 kids and 2 grand kids
- Bachelor's in Philosophy; Master's in Jewish Ministry
- 2 Jewish parents (non-believers)
- Lives in San Francisco, CA (originally from Brooklyn, NY)

Goals & Focus

- To reach as many Jewish people in the area as possible (primarily street outreach and 1-on-1 visits)
- To live near his grandchildren, and to see his unmarried children marry believing spouses
- How to 'pass the baton' in ministry onto those around him
- Learn how to use his iPad

Physical, Social, Tech Environment

- Democrat, to his liberal family's great surprise
- Loves to find good, Jewish deli food
- Doesn't understand 'good coffee', but drinks a lot of coffee

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