DRIVING OUT DARKNESS

ENGAGING ALLIES IN THE FIGHT AGAINST ANTISEMITISM

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A dramatic rise in antisemitism without sufficient public awareness of the problem (let alone knowledge of tactical strategies) to effectively motivate broad interest in combatting it.
WHAT DO WE DO?

Develop influential allies in the civic, business, religious, governmental, and non-profit sectors, who understand the complex history of Jew hatred, its contemporary resurgence, and manifestations across the ideological spectrum, and develop a self-interest in countering it and their own ability to do so.
Test case for this approach

Sold out 3 week early, even with paid admission

153 organizations represented

- Media, universities, corporate DEI leads, police, community activists, non-profit, clergy, K-12 schools, public policy, government

- 61% of participants not Jewish

- Political persuasions ranging from far left to far right

ALLY PARTNERS
- 86% have a more robust understanding of historic and modern antisemitism
- 85% are more confident articulating their knowledge about antisemitism in their community.
- 88% have a better understanding of how antisemitism intersects with other forms of minority hate.
- 75% met new people, or made new connections, that will be useful in their work to combat hate moving forward.
- JCRC established as the go-to brand for not just countering antisemitism but strategy to combat hatred writ-large
WHAT MADE THIS EFFECTIVE?

- Right blend of universal and particular
- User journey: started with history, bridged to today
- Combination of Jewish and non-Jewish ally voices added credibility
- Opportunity for people to connect, actionable tools and skills taught
- Addressed left and right, challenged and inspired everyone
- Jewish community felt heard, we were telling our story
- Israel advocacy at its best
LEADERS IN LIGHT

The Leaders in Light Institute: An Alliance to Combat Hate and Antisemitism, will develop a cohort of leaders on this topic over a two-year period who are both well equipped to be ambassadors in delivering this learning to their circles of influence, and supported in doing so.
LET’S CONNECT

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