



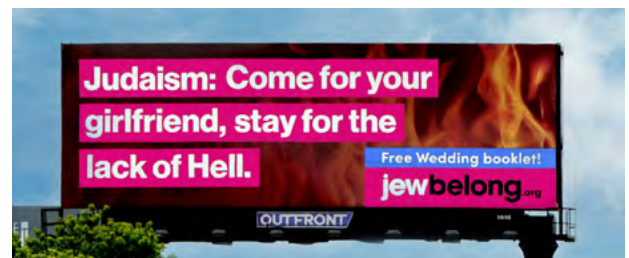
Let's be clear: 2023 was a shitshow for the Jewish community. JewBelong quickly mobilized to expand our Antisemitism Awareness campaign and to wake America up to the dangers of Hamas in the aftermath of October 7th. We also increased our commitment to bolster the Jewish community with joy and meaning. Following is a quick look at some of our work.

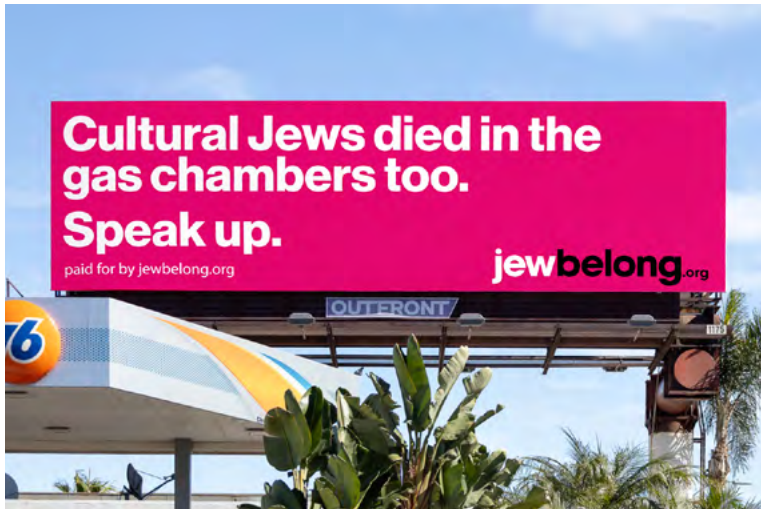
We've been busy combating antisemitism and spreading Joyous Judaism!

Outside.

JewBelong's billboards and billboard trucks have been in 28 states. Hundreds of millions of people have seen the JewBelong message along highways, at universities, at sporting, community and political events and more!

JewBelong posted 375 billboards in the United States in 2023, and we've ramped up our messaging even more since then, bringing our current all-time total to 651 billboards!





At Home.

More people than ever are being positively impacted by our free online booklets! For example, the impressions of our High Holidays booklet nearly doubled in 2023, increasing from 69,172 to 123,192.

293,430

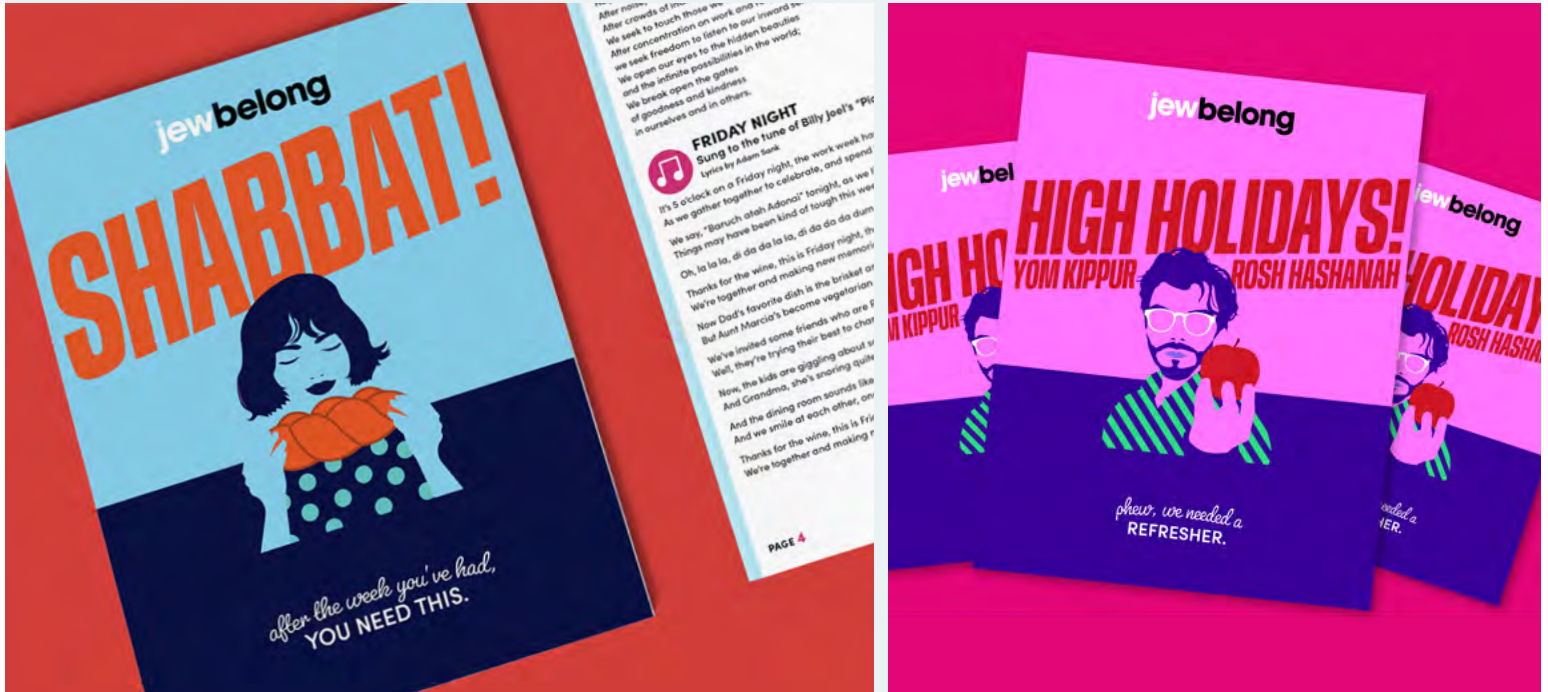
Impressions. (The number of times our booklets were loaded.)

68,629

Booklet downloads.

59.5%

Increase in booklet views YOY from 2022



On Screens.

Social Media

4.9M+

Engagements
(That's the number of times someone liked, commented, shared or saved our social media posts!)

Website

680,380+

Website sessions per year

1,282,965+

Page views

Email

97,300+

Active email recipients

38%

Average open rate

We are experts at maximizing social media. JewBelong followers create word-of-mouth advertising for us by taking pictures of our billboards and posting them on their own social media! Unfortunately, there is no way of tracking this type of organic advertising but we have lots of other methods for measuring our social media success. It is not enough to just show up in someone's social media feed. People scroll past hundreds of posts a day. But when they stop and engage with a post, that's IMPACT! That is why JewBelong's messaging is SO important! Look at the ENGAGEMENT with some of our social media advertising (circled in red). Every single one of these interactions is a person who is connecting with our message! And many of these engagements are from people outside the Jewish community.

You don't get to butcher our babies and then tell us to show restraint when we retaliate.

jewbelong.org

119,237 likes
jewbelong That's not how this is going to work. #EndJewHatred Follow @jewbelong for more.

You don't have to be a Jew to protect Jews.

jewbelong.org

116,603 likes
jewbelong 🙏🙏 #EndJewHatred Follow @jewbelong for more.

Isn't it crazy how Gaza is running out of everything but rockets?

jewbelong.org

116,195 likes
jewbelong Not running out of rockets. #EndJewHatred
View all 7,003 comments

Oh, don't be naive. Hamas would chop your head off too.

jewbelong.org

113,098 likes
jewbelong Don't be naive. #EndJewHatred Follow @jewbelong for more.

If you're smart enough to get into Harvard, you should be smart enough to know what "genocide" is.

jewbelong.org

80,938 likes
jewbelong If you're smart enough to get into Harvard, you should be smart enough to know what "genocide" is. #Truth

If I can have empathy for Palestinian children why can't you do the same for Israeli children?

jewbelong.org

74,156 likes
jewbelong Why can't you do the same for Israeli children? #Truth

Imagine it was your child being held hostage. And having people tell you it's your fault.
#BringThemHome

jewbelong.org

51,668 likes
jewbelong Imagine. #EndJewHatred
View all 1,708 comments

Did you see that peaceful Palestinian protest? Oh wait, there wasn't one.

jewbelong.org

49,964 likes
jewbelong There wasn't one. #Truth
View all 1,625 comments

I see. I see you speak out about every other cause and stay silent about Israel. You are a coward and my memory is long.

jewbelong.org

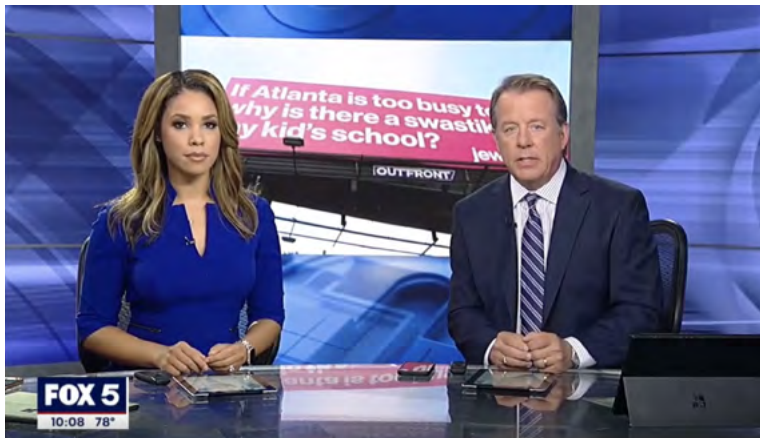
47,354 likes
jewbelong I see. And my memory is long. #EndJewHatred Follow @jewbelong for more.

Media Appearances.

Archie Gottesman, cofounder of JewBelong, hosted a Shabbat dinner on Real Housewives of New York, and interviewed CNN anchor and Chief Political Correspondent Dana Bash. Also, JewBelong billboards and resources were featured on multiple news programs.



jewbelong.com JewBelong cofounder Archie Gottesman interviews CNN chief political correspondent Dana Bash



Watch at jewbelong.org/press-videos

Press.

Yes, we love you, Jewish Press,
but preaching to the choir isn't what this campaign is about.

[Read at jewbelong.org/press](http://jewbelong.org/press)



THE NEW YORKER FAST COMPANY

CBS NEWS

The Washington Post



Are we making a difference for Jews and allies?

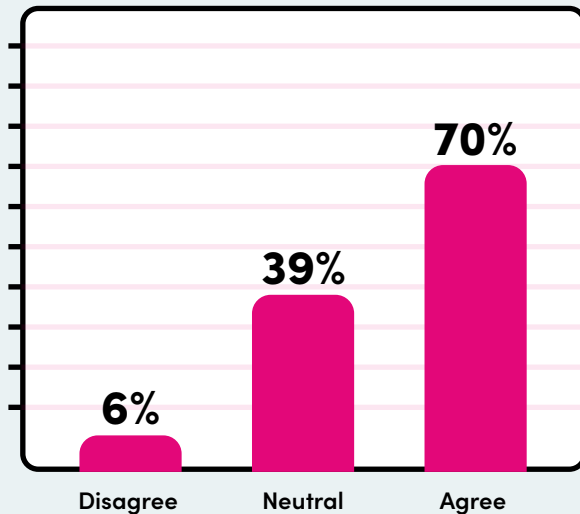
More than 1,000+ people responded to our most recent survey: The two groups where JewBelong is having its largest impact are users under the age of 45 and Disengaged Jews (DJs).

Users under the age of 45 are reporting being more active in Judaism since finding JewBelong and feeling more connected to the Jewish community at large.

See for yourself!

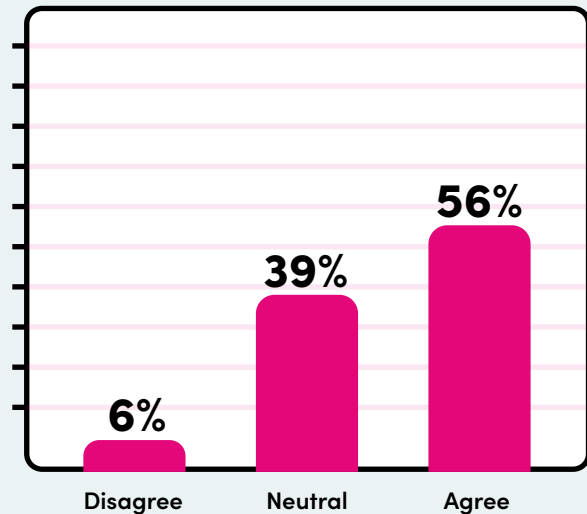
Feeling Connected

JewBelong presents Judaism in a way that connects with me.



Feeling Understood

JewBelong gets me in ways that other Jewish organizations don't.



Jewish Ritual

Where does Jewish ritual fit into your life?

I always celebrate the three big holidays: Passover, High Holidays, and Hanukkah.

72%

During lifecycle events (births, deaths, bar/bat mitzvah, weddings, etc.)

66%

I'll celebrate a holiday if someone invites me. Like I'll go to Rosh Hashanah with my family or gladly accept an invitation to a friend's.

30%

I've never met a Jewish holiday I didn't like. Purim, Simchat, Torah Sukkot... If it's a holiday, I'm celebrating!

19%

I usually celebrate Shabbat.

17%

Testimonials.

We found you via the billboards in the SF Bay Area. Strong bold forward messaging is most needed in this time of cluttered and sometimes misplaced activism. Jews seemed to be the last or forgotten group of a persecuted minority.

Keep it up. I don't feel safe wearing a star of David anymore. Or speaking up for that matter. These are scary times and people apparently don't see or care if Hamas continues their slaughter. Today's antisemitism is just unreal. Thank you for being brave!

I appreciate all that JewBelongs does to include Jews at every step of their faith journey.

Your messaging is directly counteracting the pro-Hamas messaging that I see brainwashing our youth on social media. I am not Jewish, but stand with Israel 100%. Terrorism can never be tolerated.

JewBelong says what needs to be said, but others are afraid to say. Thank you for not backing down.

I enjoy Jewbelong's messages. They have helped me feel more connected to Judaism. Also, I'm extremely worried about antisemitism, especially since the recent attack on Israel.

Jewbelong helps me feel more connected to Judaism!

jewbelong

JewBelong is a 501c3. Please give generously!

Donate here!