

jewbelong

DAMN RIGHT,
BILLBOARDS
WORK!



**Let's be clear: Hamas
is your problem too.**

jewbelong.org

OUTFRONT

EXECUTIVE SUMMARY

1. JewBelong's mission is to educate the American public about the dangers of antisemitism.
2. To positively change the narrative, JewBelong launched a powerful outdoor media and social media campaign focused on non-Jewish audiences.
3. JewBelong uses impactful sound bites on billboards and across social media platforms to get the message across quickly.
4. JewBelong is raising \$4,500,000 to increase awareness at this critical time.

THE PROBLEM

1. Antisemitism is a systemic, historical plague on humanity.
2. Many people are not aware of the problem of antisemitism. In addition, most people do not start out hating Jews but are susceptible to the growing tide of hate. Awareness is key.
3. Since 10/7/23 antisemitism has been spiking in America, increasing by over 400%.
4. In response, many Jewish organizations amplify messages that may only resonate with other connected Jews - not the majority of Americans. JewBelong gets out of the echo chamber.



WHO WE'RE UP AGAINST

There is an enormous movement whose sole purpose is to spread antisemitism and call for the destruction of Israel. We call them the Army of Haters. They are organized, well-funded and skilled and by aligning themselves with historically marginalized groups (LGBTQ+, Black, Asian...etc.), they have created millions of allies. The haters simplified a complex geopolitical issue and made it into a couple of sound bites:

1. **THE JEWS** stole our land!
2. **THE JEWS** are oppressors!
3. We need to fight the oppressors by any means possible.
4. Israel is an apartheid state!

What's terrifying and brilliant is that most Americans are part of the mushy middle and don't really care about the Israel/Palestine conflict or the Jewish community. But they are susceptible to superficial messaging that allows them to think they are siding with the oppressed.











WHAT WE'RE UP AGAINST

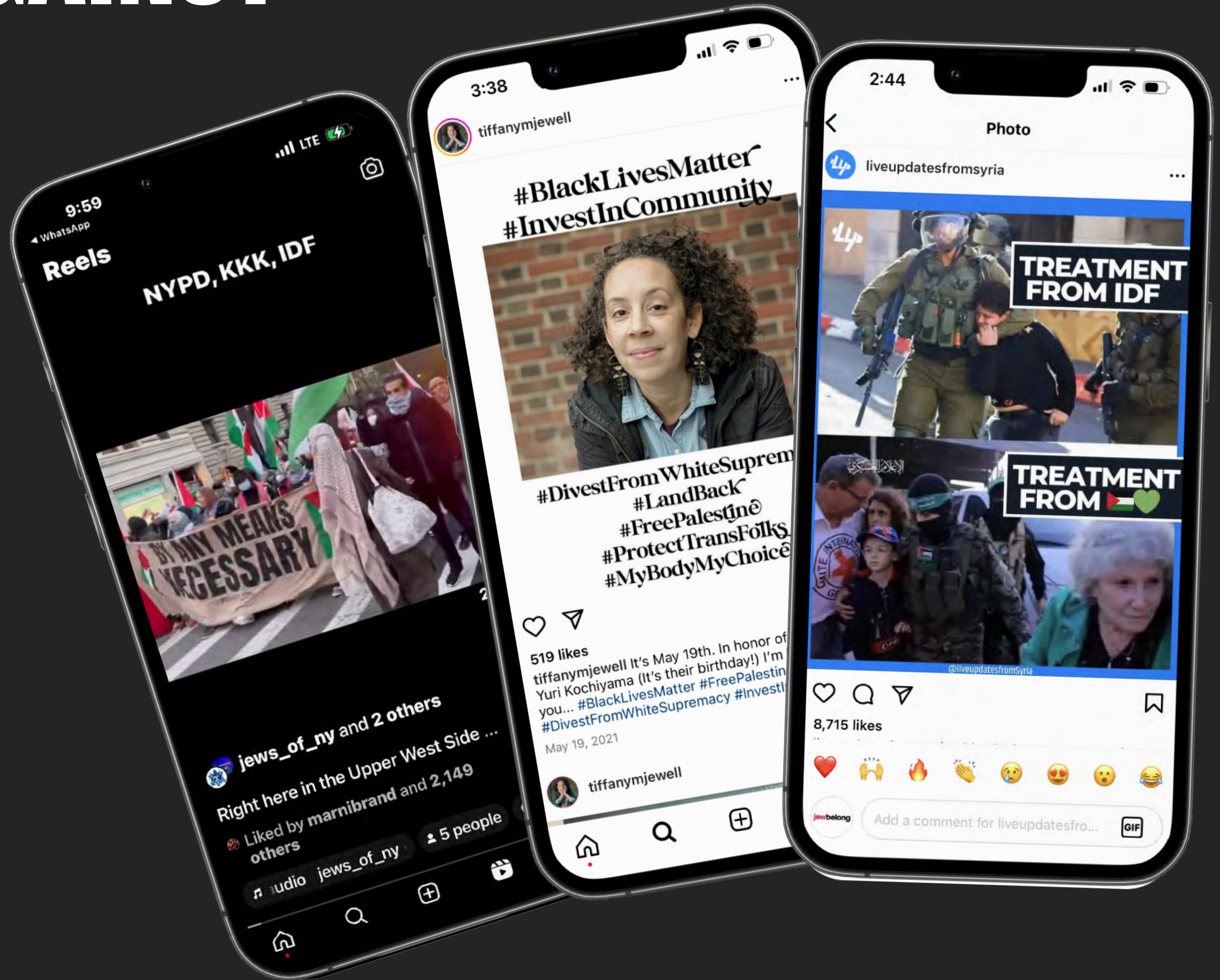
This is just a small sample of the hate that inundates JewBelong on social media.

 818cali_bombay 19h
Now free Palestine since you're actively doing what hitler did but to palestinians

 killroy_prime 15w
The Jews funded Christ's crucifixion, they don't need God they need to burn

 bigtruckbignuts Jews belong swinging from ropes and burning in a raging inferno, nothing else.
2d Reply Send

 enzoguitarist357 28w
I'm just saying, 6 million seems like a bit much.





bubblegum_mila 31w · Pinned

Every city in America needs that billboard. In fact, every major highway. If people can put adult store billboards every two miles, we can have these too.

942 likes Reply



legally_blahnde 31w · Pinned

Amen!! We need 10,000 more billboards AT LEAST!!!

13 likes Reply



latefortheparty 2w

Hell yes. Overreaction? Hardly. Given the current climate this message should be in every city in this country.

100 likes Reply



victor_ia_velez 36w

We just started learning about the holocaust in my genocide studies class. I'm personally not Jewish, but I can't stand how and why the holocaust happened. I was so happy when I saw JewBelong spreading awareness!

26 likes Reply Hide

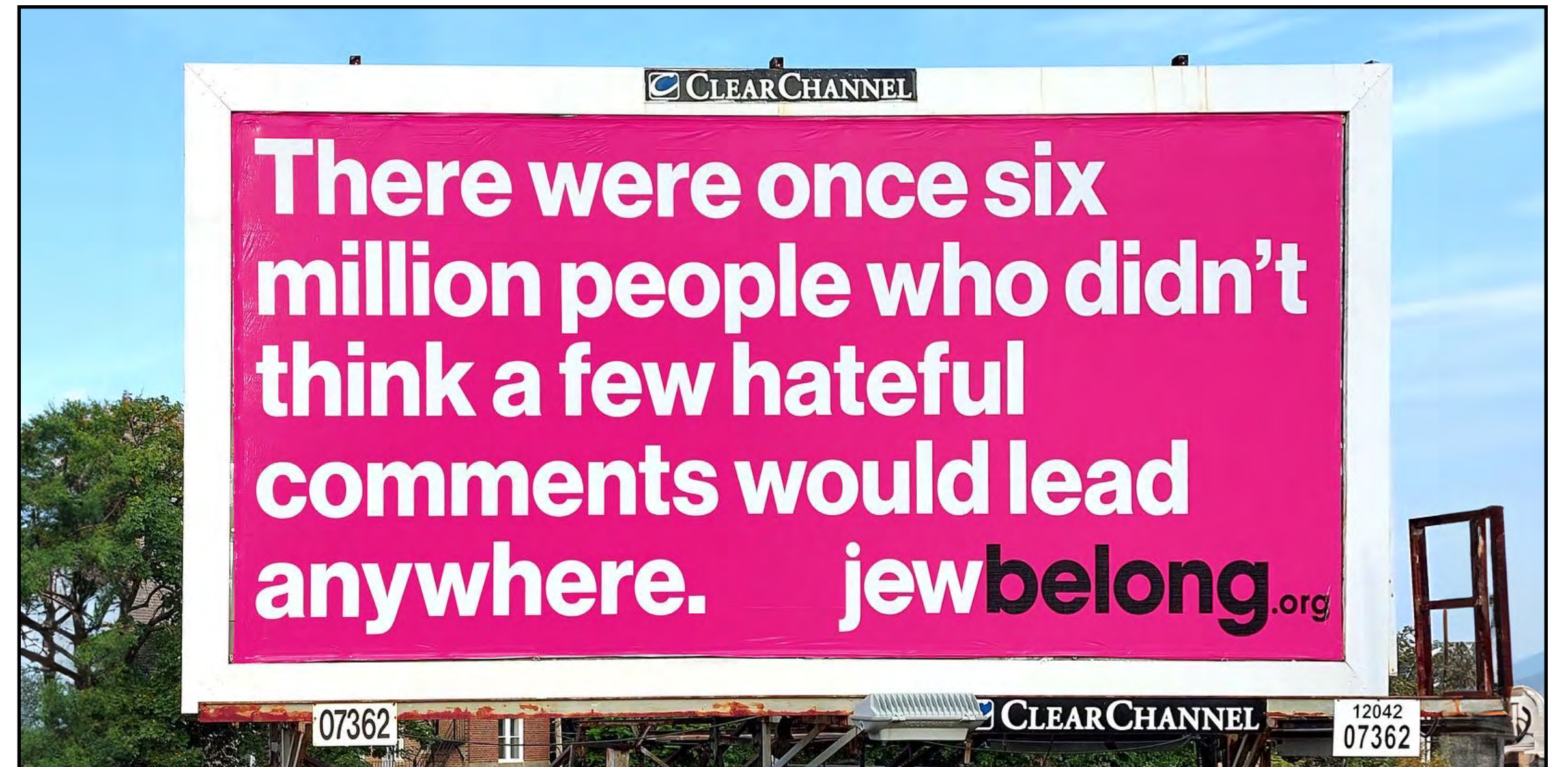
SOLVING THE PROBLEM

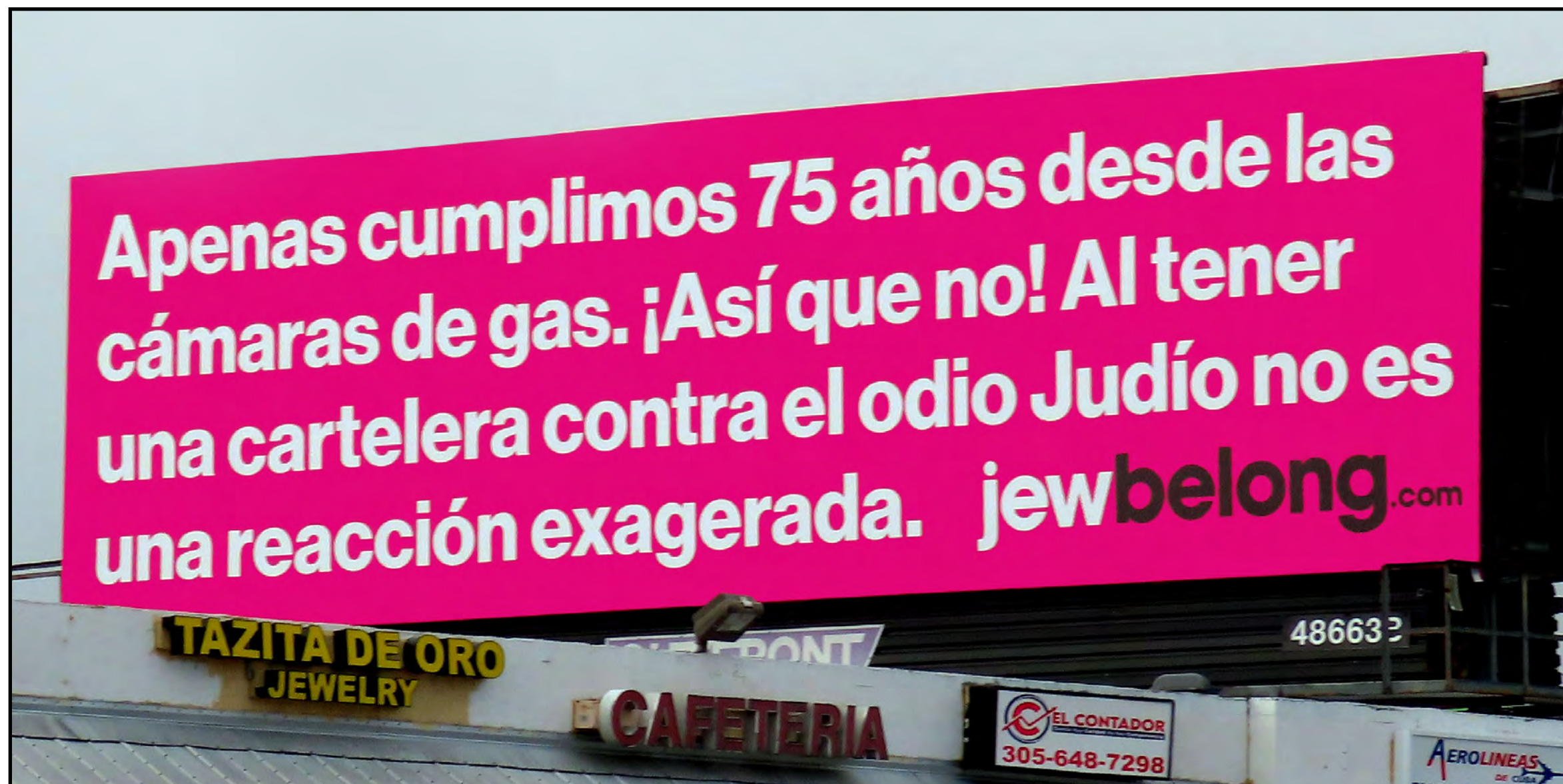
1. JewBelong delivers concise, meaningful sound bites that cut through the clutter.
2. JewBelong's work is URGENT because a problem can't be fixed until everyone is aware of it!
3. Strong awareness campaigns influence public opinion. (BLM, gay marriage, gun laws, Got Milk?, etc.)
4. Messaging invokes personal emotional responses.
5. Meets the American audience where they are.



WHY DO BILLBOARDS WORK?

1. Simplicity of messaging.
2. Views not based on a social media algorithm.
3. Reach the broadest audience.
4. Go viral when people take pictures.
5. Lead to additional online engagement.
6. Multiple impressions.





TRUCKS= ON THE GROUND

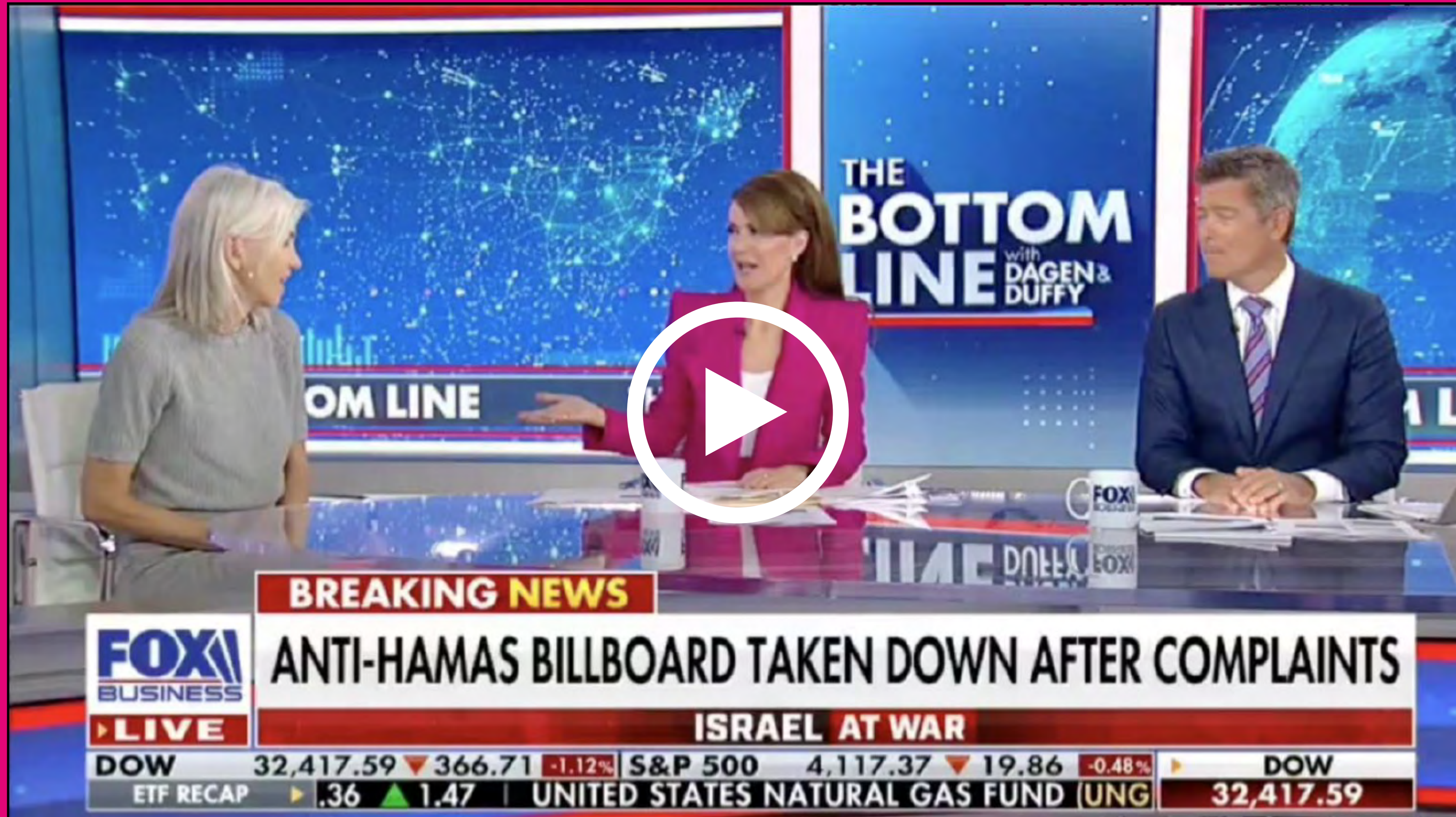
JewBelong's pink trucks start important conversations in areas with large crowds of people, particularly on college campuses.

CLICK TO
WATCH



TELEVISION HIGHLIGHTS (CLICK TO WATCH)

Over 100 appearances, interviews, articles, etc.



PRESS HIGHLIGHTS

For more of JewBelong in the news, see our [Press Page](#)



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

jewbelong.org



112,717 likes
jewbelong Don't be naive. #EndJewHatred Follow @jewbelong for more.

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

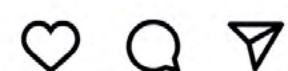
jewbelong.org



115,481 likes
jewbelong Not running out of rockets. #EndJewHatred View all 6,954 comments

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

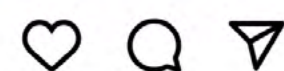
jewbelong.org



118,464 likes
jewbelong That's not how this is going to work. #EndJewHatred Follow @jewbelong for more. View all 5,092 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.

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46,889 likes
jewbelong I see. And my memory is long. #EndJewHatred Follow @jewbelong for more. View all 1,855 comments

SOCIAL MEDIA= HIGH, MEASURABLE ENGAGEMENT

We test all creative on social media. The most successful messages are considered for billboards.

81M+
Impressions

97,000+
Total active email contacts

63M+
Reach

532,601+
Website sessions per year

4,224,526+
Engagements

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

HOW YOU CAN HELP JEWBELONG WAKE UP AMERICA

\$1M

Fund up to 200 billboards for two months

\$200K

Fund 10 billboards throughout one city for two months

\$20K

Fund truck for two weeks

\$10K

Fund one billboard in one city for one month

\$1.8K

Help support our general fund

\$360

Any amount matters!

JewBelong is a 501C3. Your gifts will go directly to campaign costs.
All JewBelong overhead is covered by the Gottesman-DeBode Family Fund.

ABOUT JEWBELONG



JewBelong was launched in 2018 to rebrand Judaism for Jewish people (and those who love them). JewBelong's welcoming, meaningful, free resources allow disconnected Jews to interact with Judaism wherever they are and personalize Judaism in a way that's makes it feel relevant.

Since May 2021, JewBelong has evolved to deliver messaging against antisemitism. This includes nearly 500 billboards across 27 states, thousands of social media posts, significant earned media in non-Jewish press, and more.

CONTACT

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