

jewbelong



National Truck Campaign.

Too often, the Jewish community is reactive to growing, vicious antisemitism. To effectively confront antisemitism, we need to operate from a position of strength instead of constantly playing defense. JewBelong's proactive approach calls out antisemitism with pink and white billboard trucks which mirror and reinforce our successful national billboard campaign. This loud and proud message is starting important conversations, and creating excitement in the Jewish community!

"Will you still be here in 20 minutes?! My friend is in class, but I just texted him a picture of the truck and he wants to come take a selfie!" Comments like this were heard frequently during JewBelong's billboard truck trial run covering 25 college campuses in May, 2022. In addition to the Jewish testimonials, we hear from hundreds of non-Jews who see JewBelong's messaging and respond: "It's about time!" Suddenly there was a light shining on this scary subject. Hundreds of students and community members reached out to us, asking, "Can you bring the truck to my campus/city?"

With your support, we can say yes to these requests. And we are not going to just go to college campuses! The JewBelong truck will go wherever there is a crowd and media! Keep reading for photos, examples of press, and testimonials.



Truck Strategy Sample:

				Type of Event					
Title	Date	City	State	Confer- ence	Celebrity Function	Political	College	Sporting	Other
Primaries: Wisconsin	08-09-22		WI			X			
Netroots Nation	08-18-22	Pittsburgh	PA	X					
MTV Video Music Awards	08-28-22	Newark	NJ		X				
NFL Season Kick-off	09-08-22	Los Angeles	CA					X	
Fashion Week: New York (Fall)	09-08-22	New York	NY		X				
Primetime Emmy Awards	09-12-22	Los Angeles	CA		X				
Primaries: New Hampshire	09-13-22	---	NH			X			
Hamilton College	09-23-22	Clinton	NY				X		
University of California, Berkeley	09-23-22	Berkeley	CA				X		
University of Michigan	09-23-22	Ann Arbor	MI				X		
University of Minnesota (UMN)	09-25-22	Minneapolis	MN				X		
George Washington University (GWU)	09-30-22	Washington	D.C.				X		
Florida State University (FSU)	09-30-22	Tallahassee	FL				X		
Kent State University	10-01-22	Kent	OH				X		
Northwestern University	10-02-22	Evanston	IL				X		
World Series	10-05-22							X	
Georgetown University (GU)	10-07-22	Washington	D.C.				X		

Truck Strategy Sample:

Title	Date	City	State	Type of Event					
				Confer- ence	Celebrity Function	Political	College	Sporting	Other
University of Oklahoma's Sooners vs. University of Texas at Austin's Longhorns	10-08-22	Norman	OK					X	
University of Illinois at Urbana-Champaign (UIUC)	10-09-22	Champaign	IL				X		
University of South Florida (USF)	10-09-22	Tampa	FL				X		
University of California, Davis (UCD)	10-10-22	Davis	CA				X		
University of Chicago (UChicago)	10-14-22	Chicago	IL				X		
Northeastern University	10-14-22	Boston	MA				X		
Johns Hopkins University (JHU)	10-14-22	Baltimore	MD				X		
Michigan State University (MSU)	10-14-22	East Lansing	MI				X		
Duke University	10-14-22	Durham	NC				X		
George Mason University (GMU)	10-14-22	Manassas	VA				X		
University of Wisconsin-Madison	10-17-22	Madison	WI				X		
Stanford University	10-20-22	Stanford	CA				X		
Rutgers University	10-20-22	New Brunswick	NJ				X		
New York University (NYU)	10-20-22	New York	NY				X		
University of Pennsylvania	10-21-22	Philadelphia	PA				X		
Boston University (BU)	10-21-22	Boston	MA				X		
Tufts University	10-21-22	Medford	MA				X		

Truck Strategy Sample:

Type of Event

Title	Date	City	State	Confer- ence	Celebrity Function	Political	College	Sporting	Other
Cornell University	10-21-22	Ithaca	NY				X		
Brown University	10-21-22	Providence	RI				X		
Georgia State University	10-24-22	Atlanta	GA				X		
University of Massachusetts Amherst	10-24-22	Amherst	MA				X		
University of Florida's Gators vs. University of Georgia's Bulldogs	10-29-22	Athens	GA					X	
Arizona State University	11-04-22	Tempe	AZ				X		
University of California, Santa Barbara (UCSB)	11-04-22	Santa Barbara	CA				X		
Jewish National Fund's National Conference	11-04-22	Boston	MA	X					
University of Southern California (USC)	11-05-22	Los Angeles	CA				X		
Florida State's Seminoles vs. University of Miami's Hurricanes	11-05-22	Miami Gardens	FL					X	
Midterm Elections	11-08-22	---	---						
Summit on Antisemitism and Hate	11-10-22	New York	NY	X					
Yale Bulldogs vs. Harvard's Crimson	11-19-22	Cambridge	MA					X	
University of Florida Gators vs. Florida State Seminoles	11-25-22	Gainesville	FL					X	
University of Alabama's Crimson Tide vs. Auburn University's Tigers	11-26-22	Tuscaloosa	AL					X	
Notre Dame's Fighting Irish vs. University of Southern California's Trojans	11-26-22	Los Angeles	CA					X	
Michigan Wolverines vs. Ohio State Buckeyes	11-26-22	Columbus	OH					X	

Truck Strategy Sample:

Title	Date	City	State	Type of Event					
				Confer-ence	Celebrity Function	Political	College	Sporting	Other
Navy Midshipmen vs. Army Black Knights	12-10-22	West Point	NY					X	
Hanukkah Public Menorah Lightings	12-18-22								X
Golden Globes	01-08-23	Beverly Hills	CA		X				
Special Exhibit at the US Holocaust Museum for International Holocaust Memorial Day	01-27-23	Washington	D.C.						X
Game 1 of NFL Conference Championships	01-29-23							X	
Game 2 of NFL Conference Championships	01-29-23							X	
The Grammy Awards	01-31-23	Los Angeles	CA		X				
Fashion Week: New York (Winter)	02-09-23	New York	NY		X				
Super Bowl	02-12-23	Glendale	AZ					X	
Academy Awards	03-12-23	Hollywood	CA		X				
Jewish Funders' Network's International Conference	03-19-23	Phoenix	AZ	X					
National Israeli Date Boycott Campaign	03-22-23	Falls Church	VA						X
Fashion Week: Los Angeles	03-24-23	Los Angeles	CA		X				
George Mason University (GMU)	03-31-23	Manassas	VA				X		
Yom Hashoah (Holocaust Remembrance Day)	04-08-23								X
Jewish American History Month	05-01-23	National	---						X
Columbia University	TBD	New York	NY				X		

Truck Strategy Sample:

Title	Date	City	State	Type of Event					
				Confer- ence	Celebrity Function	Political	College	Sporting	Other
Chicago Dyke March	TBD	Chicago	IL						X
Hunter College	TBD	New York	NY				X		
National Students for Justice in Palestine (SJP) annual conference	TBD			X					
Harvard University	TBD	Cambridge	MA				X		
University of California, Irvine (UCI)	TBD	Irvine	CA				X		
University of California, San Diego (UCSD)	TBD	La Jolla	CA				X		
People's Summit for Democracy	TBD	Los Angeles	CA	X					
University of California, Los Angeles (UCLA)	TBD	Los Angeles	CA				X		
San Jose State University	TBD	San Jose	CA				X		
University of Florida (UF)	TBD	Gainesville	FL				X		
University of Maryland, College Park	TBD	College Park	MD				X		
Ohio State University (OSU)	TBD	Columbus	OH				X		
Portland State University	TBD	Portland	OR				X		
Temple University	TBD	Philadelphia	PA				X		
University of Pittsburgh	TBD	Pittsburgh	PA				X		
University of Texas at Austin	TBD	Austin	TX				X		
University of Houston	TBD	Houston	TX				X		
University of Washington	TBD	Seattle	WA				X		

Truck Strategy Sample:

Title	Date	City	State	Type of Event					
				Confer- ence	Celebrity Function	Political	College	Sporting	Other
Young Democratic Socialists of America	TBD			X					
Economic Activism Summer School	TBD			X					
DisOrientation	TBD			X					
Demilitarize Organizing Fellowship	TBD			X					
Israeli Apartheid Week	TBD								X
Palestinian Apartheid Week	TBD								X

Costs:

Running a campaign of this scale entails much more than renting trucks and hiring drivers. Below is a summary of the costs that your support will help cover:

Operations, Management & Maintenance Includes:

- Fuel
- Tolls
- Meters/Parking
- Hotel
- Driver Per Diem Expenses
- Driver Salary/Hourly Pay
- Driver Hiring/Recruiting
- Graphic Designer (Per Design)
- 3M Wrapping
- Installation Changes
- Storage
- Pickup/Drop Offs
- Misc Materials/Supplies
- Event Planning/Research
- Photography/Videography/Media
- Daily Client Updates
- Routing Software
- Detailed Route Coordination and Reports
- Low Clearance Road Map Research (Bridges, overhangs, etc.)
- Registrations and Insurances (business, truck, driver)
- State by state certifications/ local ordinance law approvals
- Daily Vehicle 30-Point Check
- Custom Replacement Part Coordination/Installation
- Scheduled Maintenance
- Yearly Repairs
- Washing/Cleaning
- General Upkeep

Truck Testimonials:

I walked out of my sorority house [and saw] a big pink truck with the words JewBelong plastered all over it parked right outside. **I immediately had the biggest smile on my face, and ran up to the truck and made my friend take a picture. Walking out of my house to see the truck struck me with the greatest feelings of belongingness and support**, something I (sadly) haven't always felt when it comes to my religion. I feel confident to speak for other Jewish students when I say **those who see that truck will not only have their day made but feel safe and loved!** ~ Sayre Balk

Awesome way to create awareness, we all Jews diaspora support you 😊 **love from India** 🇮🇳.
~@abrahamshalom

🇺🇸🇺🇸🇺🇸🇺🇸🇺🇸🇺🇸 That made my day!!!!!! ~@thejewmom

We love to see it! 🙌👊
~@twokoshgirls

Love that you are doing this and focusing on colleges!
~@emil.chrissy

WowSa! Fantastic! 💡💡💡
~@kosherlikeme

Brilliant!!! Love this 🙌
~@ryanwalshnyc

Happy to see you in my area in PA. ~@sarahbaci

Can I help get a truck out to the Midwest? Lmk how we can connect
~@Jerseydolly

LOVE! LOVE! LOVE! 🙌👊❤️
~@healthcoachjaye

Love that you are doing this on antisemitic college campuses!
~@otonomi

I have always loved the Jewish people i wish i could be Jewish myself!
~@tedcheeseman3030

We saw it parked in Princeton this weekend! **Good timing with recent BDS vote** 😞 ~@jrm3237

Every time I see one of these truck posts I smile, feel happier and safer. Thanks much!! ❤️
~@matzahballbooks

I am **obsessed** with this!!!
~@sharimelwein

👏 SO awesome!!
~@lizkinstlinger1

This is **THE BEST EVER!!!!**
~@michele.lavon

So **brilliant** to partner with Hillels at schools!
~@jennyhbx

I was wondering if you had any idea of when the Jew Belong trucks would be in the Area of Canadian schools. **My team would love to bring this to our campus** and we were wondering if we could have a little bit of information about timeframe and budget so that we can work it into our yearly plans and budget for the year. Please let me know if it would be possible. Thank you for your time!
~ Kind Regards, Jori Reiken

Hi! I **just wanted to thank you so much for the impact you made on campus this weekend.** I continue to hear kids in classes today talking about the "big pink trucks" they saw around [campus]. This would never have been possible without you and your team. **I can't wait to see the impact those trucks make on campuses around the country in the coming weeks! From the bottom of my heart, thank you!**
~Kaylee Werner

👏👏👏👏👏👏❤️❤️❤️❤️❤️
So sad this has to be done, things never change for us. **Antisemitism is always bubbling under the surface... heart breaking** 😞💔 ~@jmcfadyen_

❤️🙌 thank you for doing this! We need you in Massachusetts 🙏 Stay safe. 🙌🌟
~@freedmantoby

I love this truck! ~@orly.yehuda

Please create campaigns that link Antisemitism to anti zionism. **These are highly effective wonderful trucks** and college students need to stop thinking they can be antizionist but not anti Jewish.
~@jglikmanlee