



# MISSING!

## 80% of America's Jewish Community



**May resonate with:** Not Interested, Interfaith, My Mother isn't Jewish, JewBarrased\*, it's a long story.

**Last Seen:** Hebrew school, Birthright, Unitarian Church, etc.

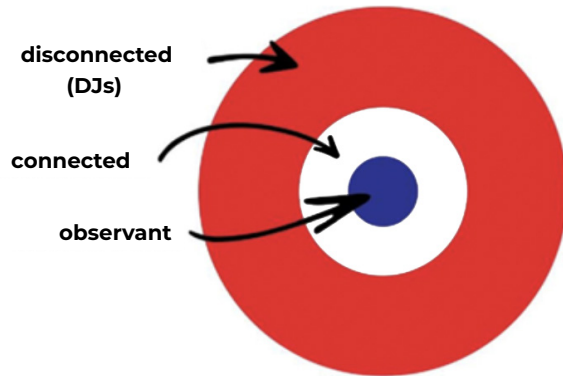
**If found, please call:** JewBelong

**Reward:** HUGE

\*the feeling you get (may include sweating, shortness of breath or mild panic) when you think you should know something Jewish, but you don't. Also occurs when you've said or done something Jewish "wrong." We've all been there.

# When JewBelong Succeeds, the Entire Jewish Community Wins!

## An Overly Simplified View of Jews in America



JewBelong is laser focused on reaching a singular, critical, under-reached target audience within our national Jewish community – **Disconnected Jews (DJs)**. Outreach, continuity, inclusiveness ... there is barely a Jewish organization that doesn't espouse these values, along with everything else they are focusing on (food, Israel, books, camp, social justice, etc.). But frankly, it's hard to multitask, especially when it comes to finding DJs. JewBelong is growing the active Jewish community by reaching a population that other organizations may not be connected with. JewBelong makes outreach to this critical group our primary focus, and uses mass media and break-through advertising to reach them. We then give them free resources for Rosh Hashanah, Passover, Hanukkah, Jewish lifecycle events, and other educational materials that are low-barrier and appealing. Our resources are different in that they meet DJs where they are - they don't assume vast Jewish knowledge and are radically inclusive to all types of modern Jewish families. Most importantly, our resources drive at-home practice.

## 1 Unique media approach

We use mainstream media and can't-miss messaging to create awareness. JewBelong uses wit and shock value to appropriately question Jewish tradition and therefore reach those outside of the Jewish echo chamber. We rely primarily on digital marketing, and secondarily on partnerships, public relations, word-of-mouth, and outdoor advertising. Looking for a needle in a haystack? Sometimes. Worth it? Definitely.

## 2 Wildly cost effective

It costs JewBelong an average of \$3.00 to sign up a new member.

## 3 Streamlined funding

The Gottesman DeBode Foundation is committed to funding all overhead expenses through 2026, ensuring that 100% of funding goes towards outreach and engagement.

## 4 Collaboration

We aim to be best-in-class at content. We are piloting partnerships with community conveners across the country to ensure our content helps strengthen and grow existing communities, not compete with the many organizations already out there. In Q1 2021 we will be embarking on an impact study to take a deeper dive into what JewBelong Jews want next.

## 5 The Gold Standard of Judaism

Wise Rabbi Abraham Heschel has this to say: "The center of Judaism is in the home. In contrast to other religions, it is at home where the essential celebrations and acts of observance take place, rather than in the synagogue or temple. The synagogue is an auxiliary. A Jewish home is where Judaism is at home, where Jewish learning, commitment, sensitivity to values are cultivated and cherished." JewBelong's easy-to-use and accessible-to-all resources helps ensure our audiences can maintain a hearty Jewish practice right from their own homes.

## How JewBelong is Filling an Unmet Need

The scatterplot shows that JewBelong is filling an unmet need in the Jewish world. Yes, there are wonderful organizations meeting many of the needs of the Jewish community, but JewBelong's approach is different. In order for the Jewish community to grow and represent all Jews, we need to have a more aggressive mindset regarding outreach, and a selection of high- and low-touch offerings. From trips to Israel to Jewish camp to young adult living situations, those who are looking for a deep-touch experience will find it. But, those deep-touch Jewish experiences are expensive, challenging to scale, and only capture a small percentage of Jews in the US. Furthermore, many times it is the same people who take advantage of the offerings. The same child who gets a PJ Library book then goes to Jewish camp, then is in Young Judeaea, then goes to Hillel at college, then to Birthright, then to Moishe House, etc. In one respect, that is great, but it is also a little like a Jewish echo chamber. Far too many DJs slip through the cracks and reach adulthood with no Jewish experiences. JewBelong finds those DJs and gives them access to a Jewish life without judgment, meaningful content, and an entry point that meets them where they are. When JewBelong is successful, the entire Jewish community grows.

**JewBelong**  
(as feeder)

light touch, easy access,  
DIY, low barrier

Jewish Insider  
Tablet  
Alma  
Kveller, etc.

Fauda  
Shtisel

Sefaria

My Jewish Learning

OneTable

Young Judea

Jewish Food Society  
Nosh

BBYO

Moving Traditions

Aish

18Doors

At the Well

Hillel

Chabad

outreach  
to disengaged  
Jews

outreach  
to engaged  
Jews

Bend the Arc

PJLibrary

Hadar

JCC

Reboot

Federation

Jewish Camp

RootOne

Moishe House















Birthright Israel

Honeymoon Israel

Momentum

deep touch, needs  
significant participant  
time investment

## Icon Key

 YOUNG ADULT	 NEWSLETTER	 OBSERVANT	 CHILDREN	 JUDAISM	 COLLEGE	 BRICK + MORTAR, LOCATION SPECIFIC
 SOCIAL JUSTICE	 ISRAEL	 INTERFAITH	 TRIPS TO ISRAEL	 FOOD	 WOMEN	 HIGH COST PER EXPERIENCE

## Impact

Category	12/09/19 - 12/09/20	12/08/18 - 12/08/19	Percent Change
Unique Users	261,659	176,545	48%
Website Sessions	334,408	223,171	50%
New Member Signups	57,808	23,176	149%
Facebook Reach (Total number of unique people targeted with JewBelong ads during campaign)	2,567,241	1,422,043	81%
Facebook Impressions (Total number of times JewBelong ads were delivered via Facebook)	8,569,883	3,816,461	125%
Google Impressions (Total number of times JewBelong ads were delivered via Goggle)	4,168,869	829,463	403%
Total Impressions	12,738,563	4,645,924	174%
Total Active Members	80,984	35,702	127%

## What Others Are Saying About JewBelong

**“With the help of your Hanukah guide**, my wife, who is not Jewish, was able to follow along and participate in the first night blessings and candle lighting. This is the first time she has joined me in celebrating Hanukah. Needless to say, this meant a great deal to me, as my family is really coming together and becoming even closer and this is now my best Hanukah ever.”  
- Moishe, NJ

**“We so appreciate your Jewbelong emails**, Shabbat playbook, and your word selection and how you describe what you want to communicate to the readers. In particular the language you use would draw the interest of younger Jews 20-35, rather than immediately discard it because of the way it is presented.”  
- Aaron C., CO

**“The Seder was brilliant**, properly including moral issues of our day and making them relevant to the secularized. You have provided a gift of inclusion. Thank you.”  
- Abraham, NJ

**“Sitting here alone on this Rosh Hashanah instead of in shul**, and I just discovered your wonderful site. Took me 86 years to find it. Thank you.”  
- Jerry, NY

**“You are reaching people that no one else is.** Thank you!”  
- Kim, CA

**“I stepped away from Judaism for 30 years and have recently come back**, when Passover came, I wasn’t prepared, so I literally was eating pizza while watching your Seder. When Dayenu played, all the words came back to me, I was singing with tears welled up in my eyes. My son thought I was crazy!”  
- Mary, VA

**“There are so many Jews out there who are afraid to get involved** because they feel ignorant. I love your site.”  
- Jodi, NY

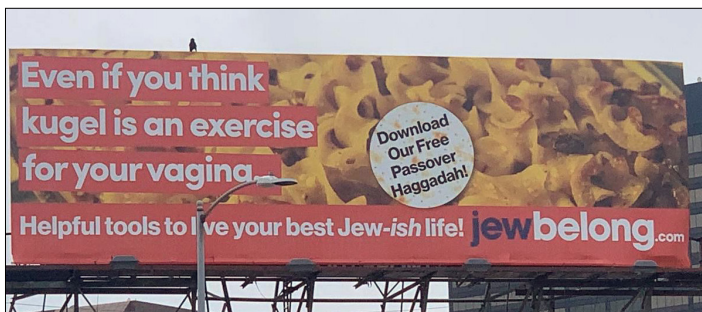
**“I have recently been more involved with my God-given birth religion** specifically because of the Kugel ad! I thank you for opening up that relationship and hope you continue with your purpose in the way the two of you intended.”  
- Katrina, WA

**“It was honest and refreshing** and -most importantly nonjudgmental and inclusive of all (no matter how little one knows or practices about Judaism).”  
- Carrie, IL

**“I LOVE your campaign**, which is not directed to the demographic of practicing Jews of all denominations, but to those who do not feel included. Your direction is correct and they are funny with a serious message.”  
- Maxene Kupperman-Guinal, UK

# Our Content

## Billboards



## NYC Outdoor Kiosks



## Holiday and Lifecycle Booklets

# HANUKKAH

Eight days of gifts because the oil didn't run out! I love us.

**PEACE.** The first Hanukkah candle of the year speaks a call for peace. Just as the world isn't peaceful or free like the Maccabees, it's not peaceful here. "When the power of love overcomes the love of power, the world will know peace." Can this candle be a reason for peace for you, your family and everyone on earth? **Download.**

**ACCEPTANCE.** The second Hanukkah candle speaks acceptance, giving acceptance of ourselves and forgiveness, forgiveness and makes room for love. On the night, it's reminder that "Most people need acceptance a lot more than they need advice." **Download.**

**REPAIRING THE WORLD.** The third Hanukkah candle speaks a desire to repair the world. Repair the world, but don't let it really combined it responsibility? "There were was a man who stood before God, his heart breaking from the pain and injustice in the world. 'Dear God, be kind and, look at all the suffering and the anguish in your world. Why don't you send help?' God responded, 'I did, I sent you!'" **Download.**

**THE GOLDEN RULE.** The fourth Hanukkah candle speaks teaching people how we would like to be treated. "The golden rule is to treat others as you would want to be treated." "You can either practice being right or practice being kind." **Download.**

**COMPASSION.** The fifth Hanukkah candle speaks compassion for ourselves, for others, friends, and those we don't know. Being compassionate can change everything. "You can either practice being right or practice being kind." **Download.**

**DIVERSITY.** The sixth candle speaks the importance of having love diverse our world. "There has been a lot of talk about diversity in the past few years, but the background of the word is love, because love comes more naturally to the human heart." **Download.**

**FORGIVENESS.** Forgiveness is not just for New Yorkers. The seventh candle speaks forgiveness, which is some cases only difficult to achieve but to always worth the effort. "The first to forgive is the wisest." **Download.**

**GRATITUDE.** We say at the end of Hanukkah - the big finale! The final eight candle speaks gratitude. "Gratitude is one of the simplest yet most powerful things humans can do for each other." **Download.**

**TRADITIONALLY, ON THE FIRST NIGHT**

Now, before you jump right in, you need to put the candles into the menorah. And, yes, there is a tradition for this. We are supposed to place the candles in the menorah from right to left, and then light them left to right. After an enthusiastic Gogger and Seder search, we still don't know why. By the way, the way in Hanukkah candles almost always drip, so put it or something under the menorah to protect your table.

You will notice that your menorah has one taller candle holder than the others. This is for the shamash, or "helper" candle. On the first night of the holiday, and candles on the shamash and the first candle. On the second night, you will need three candles. One for the shamash, the first candle, and the one next to it. And then every night, you add one more candle, until on the last night you have filled all the spaces in the menorah. (Those who are not math whizzes, the menorah you need 48 candles for the entire holiday. Unless you have lots of menorahs. Then you're on your own.) On Hanukkah candles are lit and sometimes break, so get extra.

When you are ready to start, light the shamash candle with a match. Then take the shamash and use it to light the other candles, left to right. And then, put the shamash back in its spot and recthe the menorah!

According to tradition, you are supposed to place the menorah near your front window, facing the street. (Because lighting them is bringing light into the world that could hardly see much light. Also, it is a beautiful idea to show your neighborhood the light that comes from inside your home. In addition, it can be a beautiful sign of a multicultural community. But for careful if you have candles. Or words in the neighborhood. Also, don't blow the candles out unless you are really running low and worried about missing the beginning of the menorah. There there is probably some religious exception. But seriously, you are supposed to let them burn out on their own. Add a little interest by making sure which candles are lit and how long they burn.

**LISTEN TO THE MUSTN'TS**  
Listen to the mustn'ts, child, listen to the don'ts.  
Listen to the shouldn'ts, The impossibles, the won'ts.  
Listen to the never have's, then listen close to me.  
Anything can happen child, anything can be.

**KIDDUSH - BLESSING OVER THE WINE**  
Blessed are you, God, Spirit of the Universe,  
who creates the fruit of the vine.  
borei p'ri ha'tayvarim.

**CANDLE LIGHTING**  
As we light these candles, we welcome new light and hope into our hearts and our community. May you, like the first night unconditional love, peace of mind, passion of heart and gentleness of soul. May the love and joy overflowing from our hearts help you grow into a light that helps brighten the world. Amen.

# Baby Naming

There are two gifts we should give our children. One is roots and the other is wings.

**TEACHING YOUR CHILDREN ABOUT GOD**  
There was once a woman who stood before God, her heart breaking from the pain and injustice in the world. "Dear God, the world is, look at all the suffering, the anguish and distress in your world. Why don't you send help?" God responded, "I did, I sent you!"

**SHARING AND EXPLANATION OF THE BABY'S HEBREW NAME**

**SHEHECHEYANU** SHEHEHE PRAYER OR GRATITUDE  
Shehecheyanu, Adonai, Shehecheyanu, match for us, shehecheyanu, they name, they name, shehecheyanu. Prayed on you, God, Spirit of the Universe, who knows our names, and brings us to this moment.

**IF THERE'S FAMILY PRESENT WHO'S NOT JEWISH, YOU MIGHT WANT TO ADD THIS BLESSING: BLESSING FOR ANYONE WHO ISN'T JEWISH (CAUSE WE KNOW THIS IS A LOT)**  
May everyone who shares in a Jewish life feel welcome and integrated. We lovingly acknowledge the diversity of our community and our deeply grateful for the love and support you provide by opening your heart to Judaism, no matter how big or small a part it is in your life. Your presence at this family occasion is a blessing. It is not taken for granted because not everyone in this world would want to be a part of it. A blessing that you are a presence here. We pray that you and history has made us smaller. As we once again see a rise in hatred and hate in the voices of our community, we are grateful for your presence. We pray with all our hearts that all you give to the Jewish people will come back to you and to your life with you. Amen.

**ADD WHEN READING TO A FAMILY RAISING KID:**  
We offer special thanks to those who are raising their sons and daughters with Jewish identity. Our children mean hope, life and future. With all our hearts, we want to thank you for your love and willingness in giving the ultimate gift to the Jewish people. Amen.

## High Holidays Virtual Experience



# SINS, STARS, SHOFAR'S!

A Virtual High Holidays Experience

Premieres 9/18 @ 7:30pm ET and is available to watch throughout the High Holidays season.

The Digital Rituals! Tools to guide you through the themes of Apology, Tashlich, and Legacy.

[jewbelong.com](http://jewbelong.com)