

jewbelong

**WAKE
AMERICA UP**

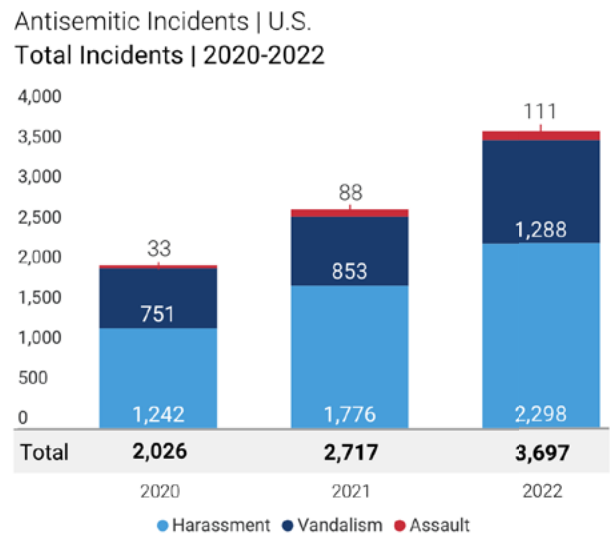
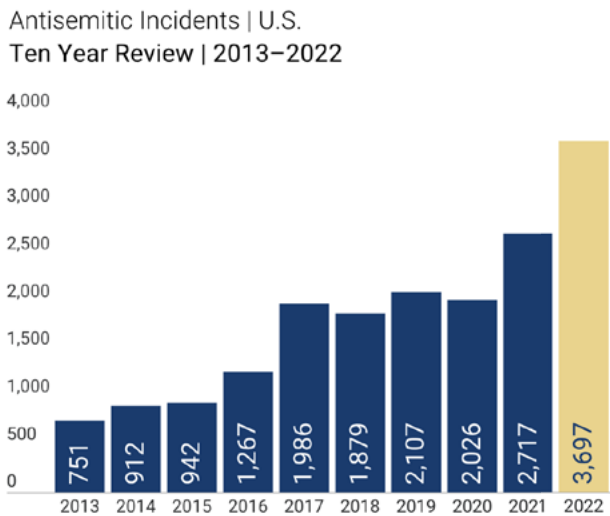
CAMPAIGN PROPOSAL

Executive Summary

To support our national campaign to raise awareness about antisemitism, JewBelong, a 501c3 organization, seeks to raise money which will underwrite a billboard campaign across the United States in 2024. All dollars will go entirely to direct costs associated with these billboards.

I. Why JewBelong?

Antisemitism is a rapidly growing problem in America (and around the world) and far too many US citizens are unaware of its dangers and impact. On October 31 2023, FBI Director Christopher Wray said that antisemitism is reaching “historic levels” in the United States. “This is a threat that is reaching, in some way, sort of historic levels...the Jewish community is targeted by terrorists really across the spectrum.” “In fact, our statistics would indicate that for a group that represents only about 2.4% of the American public, they account for something like 60% of all religious-based hate crimes,” Wray said.



JewBelong is raising awareness and starting important conversations about the danger of this fast-rising Jew-hate. We do it by combating ignorance with a bold, brave presence on a national level, consistently on a long term basis.

Zionists belong back in the gas chambers @jewbelong

Y'all committ war crimes EVERY DAY and want the worlds sympathy?? Burn in hell and I hope u burn again in life.

NYPD, KKK, IDF

ANY MEANS NECESSARY

dirtycommiespinster 2w
BDS APARTHEID ISRAEL!!!! ZIONISM IS TERRORISM

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

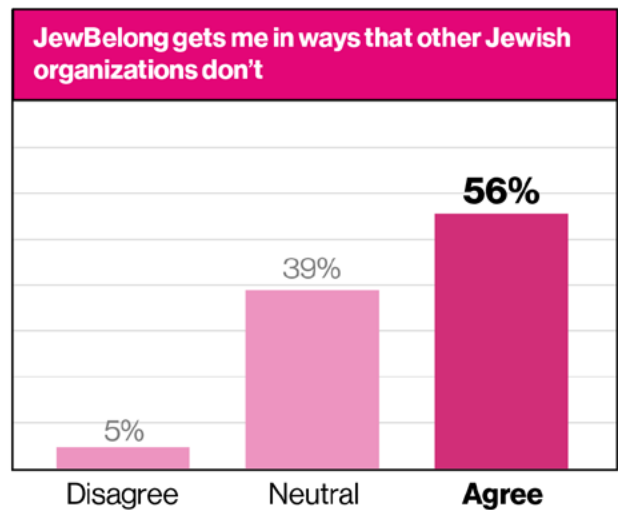
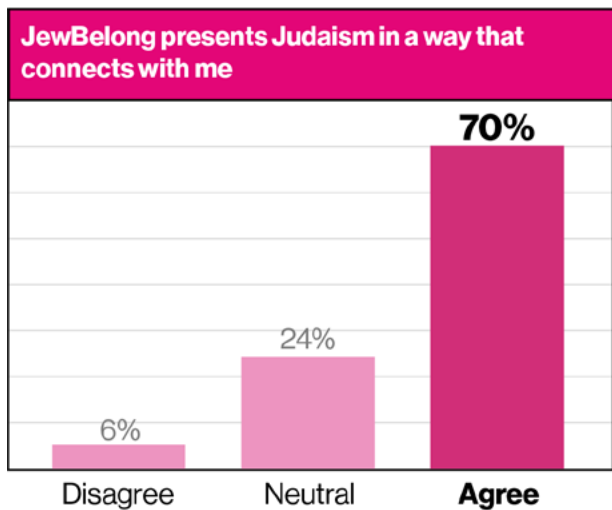
vanir_magic666 2w
WE KNOW WHAT YOU GUYS ARE UP TO

II. Background

JewBelong was launched in 2017 to bring Joyous Judaism to the enormous group of disengaged Jews in America. Through our billboards, website, free downloadable materials, mainstream media hits, and social media efforts, we have engaged millions of Jews and non-Jews in conversations about Jewish life. We offer inspiration and practical tools to build a thriving Jewish future. Since 2021, JewBelong has also been working to raise awareness about antisemitism wherever it exists. JewBelong is now known as a national leader in antisemitism awareness because of our highly effective outdoor and social media campaigns.



More than 1,000+ people responded to our most recent survey. The results are clear:



70% agreed with the statement "JewBelong presents Judaism in a way that connects with me"

56% agreed with the statement "JewBelong gets me in a way that other Jewish organizations don't"

III. Our Campaign To Wake America Up

In May 2021, JewBelong began a nationwide campaign to educate Jewish and non-Jewish Americans about antisemitism. In the wake of the October 7th attacks and resulting sharp spike in antisemitic incidents, JewBelong has intensified its efforts to raise awareness.

JewBelong is so successful because we use short, witty messages and bold visuals to capture viewers' attention. Humor, brevity, and attention-grabbing headlines are the watchwords of advertising for a reason. We know most Americans don't have the time or inclination to read long, dense essays on antisemitism. We are effective because we are provocative and to the point.

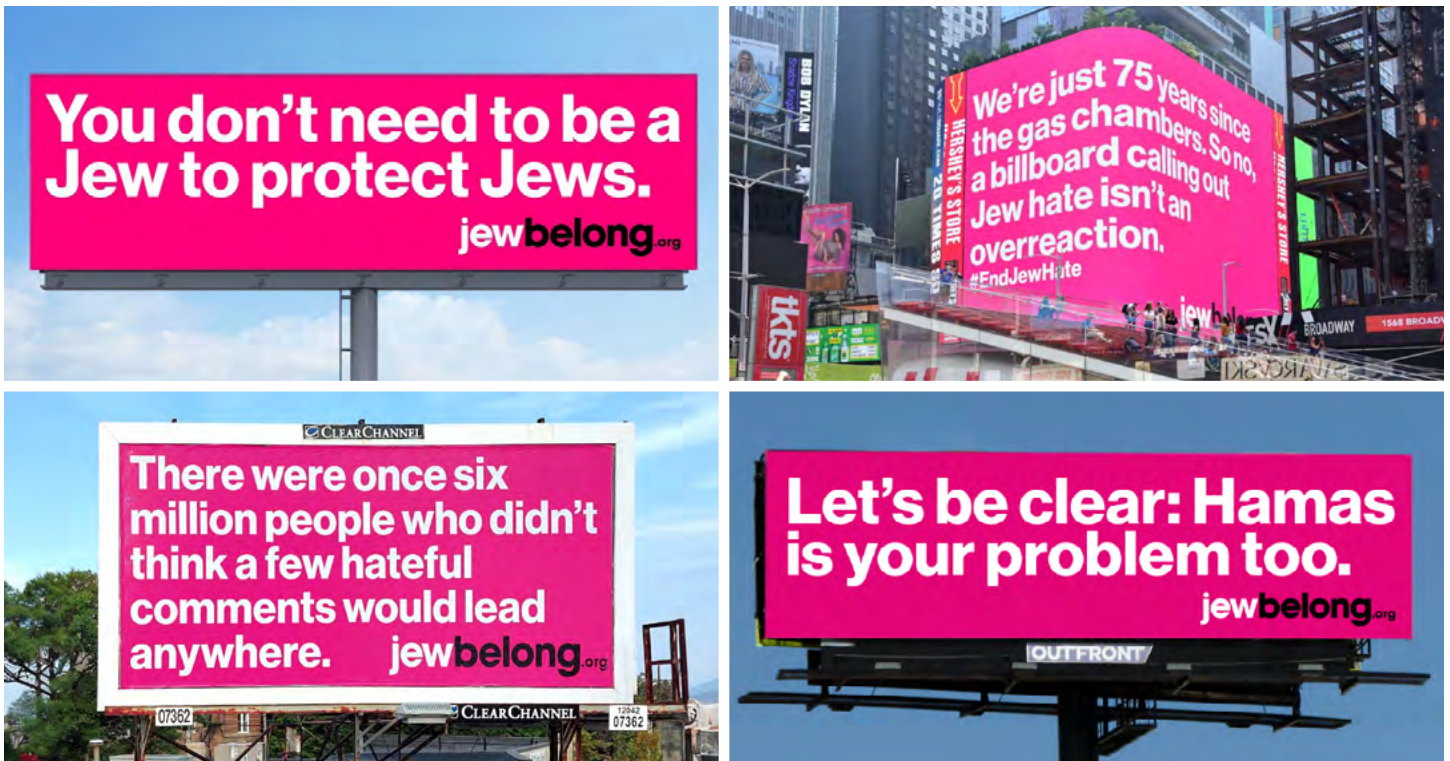
Effecting large-scale change doesn't happen overnight. It takes consistent messaging, over a wide geographic area, using multiple mediums to make a measurable difference. JewBelong employs the following strategies for outreach:

1. Outdoor Advertising

Outdoor advertising is the most effective way to engage large numbers of people of varying demographics. All messages are tested on social media to a non-Jewish audience, and the most successful (and shortest) are used on billboards. We use two types of outdoor messaging:

A. Billboards that are strategically placed along the busiest traffic routes across America. To date, we have put up nearly 500 billboards in various cities throughout the country. Since Oct 7, we have expanded and intensified our efforts.

Billboards reach people across a wide range of socio-economic and political lines, and avoid the "bubble" effect of other media. People take photos of them, share those photos on social media, and discuss the billboards with others.



B. JewBelong's Mobile Billboard Truck: Antisemitism and anti-Zionism are increasing at alarming rates on college campuses. Students are targets of hate speech, assault, vandalism, harassment and more. Additionally, this community is among the most active on social media, where Jew-hate and expressions of hatred against Israel are rampant. For these reasons, JewBelong prioritizes reaching college and university communities across the country. Because there tend to be few billboards near college campuses, we use trucks to reach this critically important demographic.



Why Do Billboards Work?

This time-tested marketing method works because billboards reach the broadest possible audience with repeat exposure. Our billboards, placed in the most strategically advantageous locations, bust through people's echo chambers. Young/ old, Jew/ non-Jew, democrat/ republican... everyone sees the JewBelong message.

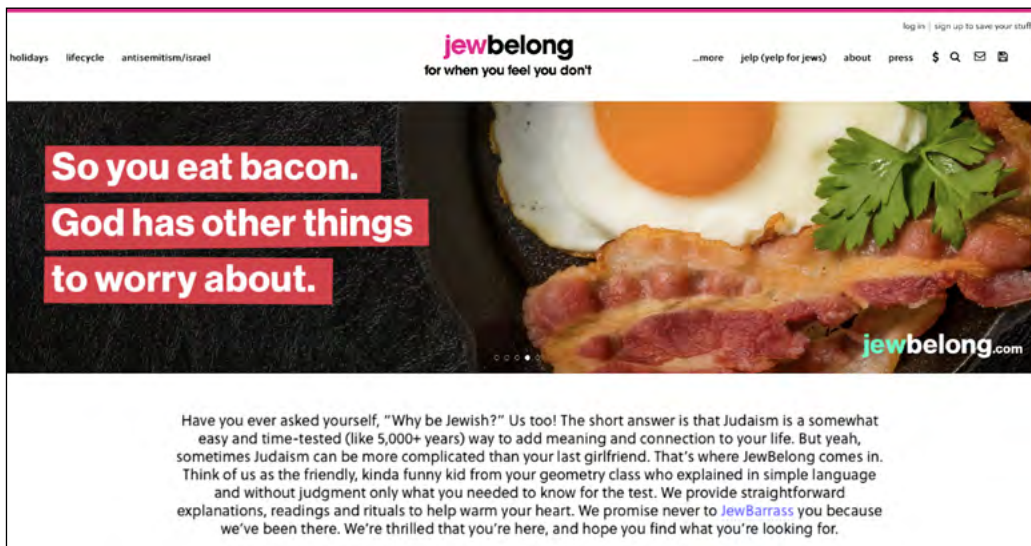
Our billboards even break out of their own outdoor medium. They go viral because people take pictures and share them on social media. As a result, our billboards generate organic (unpaid) engagement, critical to the success of a public awareness campaign. Tens of thousands of people have tagged JewBelong while posting one of our billboards in their social feeds. We receive regular positive feedback from people who saw our billboard on a friend's Instagram or Facebook.

2. Online

A. Social media, both paid and organic. Our highly-targeted strategy exposes the JewBelong message to hundreds of thousands of views on a monthly basis, reinforcing our outreach and amplifying its effectiveness. We also inform people about truck and billboard locations and encourage traffic and sharing photos.



B. Website: JewBelong.org provides free, fun resources designed to make learning easy and welcoming. JewBelong tears down the barriers to entry for Judaism!



C. Email: JewBelong's email list/membership is 100,000 strong and provides a consistent way to stay in touch with people who care about the Jewish community.

3. Press

JewBelong has been featured in more than 70 stories in mainstream media (including ABC, CBS, NBC, Fox News, CNN, etc. newspaper, radio, television, webcast), and more than 20 stories in Jewish press. Each of these publications is read and shared by thousands, so the number of impressions/impact is in the millions. [Please click here](#) to see samples. Also, [here is a sizzle reel](#) of JewBelong highlights of some of our news coverage.

IV. Impact

JewBelong is making a quantifiable difference. We use metrics to ensure we are spending every dollar in the most meaningful way:

Over the last 12 months we have had:

4.2M+	Engagements on social media
400K+	Unique website visitors
Nearly 100K	Active email recipients (with a 38 percent average open rate)

These numbers are impressive for almost any Jewish organization, even those with greater budgets and staff.

1. Testimonials



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



madstud 14h · Pinned

I was visiting LA this last week and saw a billboard for the first time off of the freeway and it was so wonderful I yelled in the car! Keep it up! My hometown of Clovis CA could DEFINITELY use these.

So happy to see your billboards. 👍👍 This is a topic in desperate need of attention. I'm not Jewish, but have relatives who were Polish Jews & did not survive the war. The increase of antisemitism recently has been horrifying & baffling. This is a wonderful campaign, so needed! - Tara



legally_blahnde 31w · Pinned

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

13 likes Reply



jonathanybor 16w · Pinned

Love the billboards! Keep them coming in Tampa and around Florida!

13 likes Reply

V. Our Request to You

We request your support for our billboard campaign, which will span across the United States in 2024. This coast-to-coast approach will ensure maximum visibility and impact. No state is immune to antisemitism, so JewBelong aims to be active in every state. Please see below, for a breakdown of how you can be an integral part of this important project:

\$1M	Continental Campaign Fund 100 billboards for 30 days from coast-to-coast
\$1M	Target City 12-Month Campaign Fund 10 billboards for a full 12 months in one key city
\$500K	Regional Campaign Fund 25 billboards across one region for two months
\$200K	Target City Two-Month Campaign Fund 10 billboards throughout one city for two months
\$40K	Truck Campaign Fund one truck in one city for one month
\$10K	One Billboard Fund one billboard in one city for one month
\$1,800	Executive Director's Immediate Action Fund Help support our general fund.

JewBelong is a 501c3 and all donations are tax deductible. One hundred percent of your dollars will go to direct costs of the billboard campaign. All organizational overhead (including salaries, office space, legal fees, etc.) is underwritten by the Gottesman-DeBode Family Foundation at a cost of over \$1.5 M per year.

There is no more effective way of confronting antisemitism than to boldly speak out about it wherever it exists. With your help, JewBelong can stop the growth of antisemitism in its tracks.

Thank you for the opportunity to submit this request.

Sincerely,



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jewbelong