



TIMELY MESSAGE TO USE

Many have reached out with questions about suggested language that can be sent out to students, donors, parents, etc., about the ongoing situation and rise in anti-Semitism. There are many local sensitivities about approaching this topic. Each Chabad House needs to decide its communication language and strategy based on its own demographics and local sensitivities. Below is a suggested email text that you can customize and use.

We are also intermittently posting positive messages on social media, which you can reshare or reuse if and when appropriate for your audience. Please follow us on [Instagram](#) or [Facebook](#) to stay up to date.

If you are doing anything that you feel is appropriate to share nationally on social media, please tag us @chabadoncampus so we can reshare.

Feel free to reach out with any questions or concerns and other ways we can help.

ALL ITEMS HIGHLIGHTED IN YELLOW EDIT OR DELETE.

Dear {FIRST NAME},

Some of us are feeling unsettled. We are seeing much antisemitic activity and even more rhetoric.

Mobs, real or virtual, create chaos. Chaos breeds confusion. When there is confusion innocent people get hurt.

You may be feeling threatened by this mob. You may be confused in this chaos. So let's pause for a moment of clarity.

Let's take a moment to remember to be proud Jews.

Proud that Judaism introduced the world to many of its basic human rights.

Proud that Jews were and continue to be at the forefront of advocating for the oppressed.

Proud that Judaism hasn't blurred the lines of right and wrong, and has maintained its integrity to think clearly rather than run with the loudest mob.

This is not the place to get sucked into the politics of the Israeli-Palestinian conflict. Because anyone who uses a complex *territorial* conflict in the Middle East as a pretext to attack Jews or Jewish ideology is obviously confused, ignorant, and probably an old-time antisemite.

And anyone who claims to be doing so in the name of human rights is an outright hypocrite. How can one condemn racial profiling and islamophobia while broad-stroking Jews! Where is the logic, not to mention justice, in attacking a total



stranger with zero evidence of any wrongdoing, while condemning a police officer for using excessive force on an unarmed suspect!

Perhaps worse than hypocritical, it is ungrateful. Jews, inspired by Jewish ideology and values, were and are at the forefront of fighting for civil liberties and minority rights around the world. If someone is a beneficiary of that advocacy or aligned with those values, how disgusting and shameful of them to attack Jews.

If you are accosted for being Jewish, know that you are being confronted either by ignorance or by a bigot regardless of what human rights veneer that hater is hiding behind. No truly civil or progressively thinking person would ever do something so vile.

In fact, anyone who is a genuine believer, practitioner, and advocate of human rights, will salute you as one of its champions.

You are a champion. Wear your Judaism proudly. Evidently, there are still many who need to learn from you.

Don't be intimidated by the mob or confused by the chaos. Take a deep breath, tap into our millennia-old wisdom and strength, and stand proud of your value-rich identity. Continue to live by and advocate for our cherished values of truth, kindness, morality, equality, security, and peace.

Wear your Kipah or another Jewish symbol proudly so people know this wonderful mentch they encounter is a product of Judaism. Hang your Mezuzah on your doorpost to emphasize the basic human need to be secure and that G-d is the ultimate guardian. Light Shabbat candles and infuse the world with a much-needed dose of warmth and light. Transcend self by giving charity [{HYPERLINK TO YOUR DONATE PAGE}](#) and caring for a stranger in need. Read another Jewish book or sign up for a Jewish class, so you learn more about yourself, your heritage, and why you have so much to share with the world.

Increase in Mitzvot. Continue to stand proudly as you engage in the noble work of making this world a better place.

Goodness will prevail. Let's do it proudly.

If you are feeling anxious or down, [CHABAD OF EXAMPLE](#) is always here for you. [Please don't hesitate to contact us by responding to this email or by calling us @ 000-000-0000](#)

[Rabbi & Mrs. LAST NAME](#)