

A MORE The Jewish PERFECT Partnership UNION for Democracy

TEMPLATE LIBRARY

Please feel free to use and adapt this language as you see fit.

TABLE OF CONTENTS

- **[Section 1](#)**: Understand the current threat landscape and commit to uphold principles of democracy
 - [Email: Understanding Potential Threats](#)
 - [Email: Promoting Democracy Principles](#)
 - [Newsletter: Promoting Democracy Principles](#)
 - [Social: Promoting Democratic Principles](#)
- **[Section 2](#)**: Building and engaging key relationships
 - [Email: Strengthening Community Outreach](#)
 - [Sample Remarks for Community Events](#)
 - [Draft Agenda for Introductory Meeting](#)
 - [Sample Language for Collaboration](#)
 - [Joint Statement Announcing a Partnership](#)
 - [Joint Statement in Response to a Democracy-Related Incident](#)
 - [Email: Organize an Interfaith/Intergroup Community Event Outreach](#)
- **[Section 3](#)**: Keeping communities safe, calm, informed, and engaged

Physical Security

- [Community Contact Tree Template](#)
- [Emergency Contact Template](#)

Cybersecurity

- [Email: Cyber Hygiene](#)

Conflict De-escalation

- [Email: Active Bystander Intervention and De-Escalation Outreach](#)
- [Email: Engage your Community in Proactive Action](#)
- [Newsletter: Engage your Community in Proactive Action](#)

Communications

- [Sample Communications Plan](#)
- [Sample Media Protocol for Contentious Times](#)
- [Sample Statement for Incident Response](#)

Last updated 9.3.24

Equipping Jewish Leaders to Preserve Social Cohesion in Contentious Times

This document will continue to be built out with more posts and graphics in the coming weeks, so please come back to check regularly!

Section 1: Understand the current threat landscape and commit to uphold principles of democracy

Email: Understanding Potential Threats

Subject: Stay Informed about Potential Challenges Related to Democracy

Dear Friends,

It's more important than ever for our community to be well-informed about the potential challenges we might face related to our democracy. While many folks may feel anxious or unsettled in this moment, taking the time to learn about the current landscape will help reduce anxiety and make us more safe, calm, informed, and engaged.

What You Can Do:

- **Stay Informed:** Keep up with reliable sources of news. Sign up for trusted newsletters like ["If you can keep it"](#) from Protect Democracy, ["Democracy Almanack"](#) from Keep Our Republic, and A More Perfect Union: The Jewish Partnership for Democracy's [newsletter](#).
- **Combat Misinformation:** Visit fact-checking sites like [RumorGuard](#) from News Literacy Project, [FactCheck.org](#), and [Snopes](#) to verify the accuracy of any information you come across.
- **Educate Yourself and Others:** Share what you learn with your friends, family, and community members. One easy way to do this is by forwarding this email!
- **Commit to Democracy:** Our collective commitment to upholding [Democratic Principles](#) is what will carry us through this challenging time.

By staying informed, our community will be better prepared to weather any challenges that arise. Thank you for joining us in this important effort.

Sincerely,
[Your Name]

Email: Promoting Democracy Principles

Announcing to your community

Subject: Join Us in Upholding Democracy

Dear Friends,

At [Organization Name], we believe in the fundamental principles that sustain our democracy—rule of law, free expression, nonviolence, and fair elections. These values are the foundation of a strong and resilient democratic community.

To reaffirm our commitment, we're signing onto the [Democracy Principles](#), an effort from the Jewish Partnership for Democracy to help Jewish communities uphold these essential principles. This is more than just a symbolic gesture; Jews have thrived more in the United States than anywhere or anytime else in the diaspora because of American democracy, so this is a practical step to protect our community anti-democratic backsliding, and to give back to the nation that has given so much to us.

We invite you to join us in this commitment. In the coming days, weeks, and months, join us in our efforts to learn, speak, and act to protect and strengthen democracy. [INSERT UPCOMING PROGRAMS OR INITIATIVES HERE.]

Thank you for standing with us.

Best,
[Your Name]

Highlighting Democratic Principles

Subject: Upholding Democracy Principles: Our Collective Commitment

Dear [Name],

At [Your Organization], we believe that the core principles of democracy—such as the rule of law, free expression, and fair elections—are essential to the strength and well-being of our community. Today, it's more important than ever to reaffirm our commitment to these values.

This week, we're focusing on [specific principle, e.g., nonviolence in resolving conflicts]. By embracing this principle, we can help ensure that our community remains a place of respect, understanding, and unity.

We encourage you to reflect on how this principle can guide your actions and conversations in the coming days. Share your thoughts with your family, friends, and colleagues to help reinforce these values across our community.

Thank you for being a part of this important work.

Warm regards,

[Your Name]

Newsletter: Promoting Democracy Principles

Announcing the Democracy Principles

At [Your Organization], we're committed to the core principles that uphold our democracy—rule of law, free expression, nonviolence, and fair elections. This week, we're taking a stand by signing onto the [Democracy Principles](#) with the Jewish Partnership for Democracy, reaffirming our dedication to these values. We invite you to join us in this commitment, helping to ensure these principles guide our community through every challenge.

Highlighting Democracy Principles

At [Your Organization], we're dedicated to upholding the core principles of democracy—like the rule of law, free expression, and fair elections. This week, we're highlighting [specific principle, e.g., nonviolence in resolving conflicts]. Reflecting on this principle can help strengthen our community's resilience, and sharing it with others ensures these values remain strong, even in challenging times.

Social Media: Promoting Democratic Principles

Option 1

 We're proud to uphold democracy's core values: rule of law, free expression, nonviolence, and fair elections. By signing the Democracy Principles, we commit to strengthening our community. Join us! <https://democracyprinciples.org/> #OurValues #CommunityStrength

Option 2

Democracy thrives on core principles like [specific principle, e.g., free expression]. This week at [Organization Name], we're reinforcing this value, building a resilient foundation for any challenges ahead. Keep democracy at the heart of our actions. #DemocracyMatters

Option 3

 This week at [Organization Name], we're spotlighting [specific principle, e.g., nonviolence]—a core principle of democracy. How do you live out this value daily to strengthen and unite our community? #DemocracyMatters

Section 2: Building and engaging key relationships

Outreach Email Copy

Subject: Strengthening Our Community Ties for a Resilient Democracy

Dear [Name],

I hope this message finds you well. At [Your Organization's Name], we are committed to building strong partnerships that can help us navigate these challenging times. As our

region and nation face growing threats to democracy, we recognize the importance of coming together to protect and strengthen our democratic values.

We would love to explore opportunities for collaboration between our organizations to amplify our impact and support our communities more effectively.

Would you be available for a meeting next week to discuss opportunities to work together?

Best,

[Your Name], [Your Position], [Organization Name]

Sample Remarks for Community Events

"In this moment of heightened political tension and societal division, it is more crucial than ever to stand united. As a community, we must reach out beyond our immediate circles and build bridges with those who share our commitment to democracy and social cohesion.

By coming together with other organizations and leaders, we can create a resilient network capable of withstanding any challenge. Together, we can educate our communities, counter misinformation, and ensure that our democratic principles are upheld."

Draft Agenda for Introductory Meeting

1. Welcome and Introductions (10 minutes)

- Briefly introduce yourself.
- Invite all attendees to introduce themselves, their roles, and their organizations.

2. Purpose of the Meeting (5 minutes)

- Explain the purpose of the meeting and the importance of building relationships to support democratic principles and community resilience.

3. Overview of Each Organization's Work (15 minutes)

- Each organization shares a brief overview of their mission, current projects, and any relevant past experiences.
- Highlight areas where your work aligns with democratic values and community resilience.

4. Identifying Common Goals (10 minutes)

- Facilitate a discussion on the shared goals or challenges that have been identified.

- Discuss how these goals align with each organization's mission and values.

5. Exploring Potential Collaborations (15 minutes)

- Suggest a few potential areas for collaboration based on the discussion so far.
- Share ideas on specific actions, projects, or initiatives where collaboration could be beneficial.

6. Next Steps and Action Items (10 minutes)

- Summarize the key points discussed and propose concrete next steps.
- Agree on a few initial actions, such as follow-up meetings, joint events, or communication plans.
- Clarify who will take responsibility for each action item.

7. Closing (5 minutes)

- Thank participants for their time and contributions.
- Offer any final thoughts or questions.
- Set a tentative date for the next meeting or agree on a follow-up communication plan.
- Formally close the meeting, and ensure all participants have the necessary contact information for follow-up.

Sample Language for Step 3: Agree to work together and help each other

Event Collaboration

"We'd love for you to join us at our upcoming event on [date]. It's a great opportunity for our communities to connect, and we're excited to support your events as well."

Providing Support in Times of Anxiety

Sample Language: "I just wanted to check in and see how your community is holding up during this tense time. Let me know if there's anything we can do to support you."

Sample Remarks

"I want to take a moment to thank our partners at [Partner Organization] for their incredible support and collaboration. Our efforts are stronger thanks to your partnership."

Joint Statement Announcing a Partnership

We, the undersigned organizations, stand together in our commitment to uphold democratic values and protect our communities in the face of challenges to democracy.

In a time of increased polarization and potential threats, we recognize the importance of solidarity and proactive engagement.

Together, we pledge to:

- Promote accurate information and counter misinformation.
- Foster social cohesion and unity within and beyond our communities.
- Support and protect the democratic process.
- [Insert any other commitments.]

We call on all members of our communities to join us in these efforts, standing firm in our shared values and commitment to a just and democratic society.

Signed,

[Organization 1]

[Organization 2]

[Organization 3]

Sample Joint Statement in Response to an Democracy-Related Incident

In light of the recent incident [insert facts known at the time of distribution or link to a news article], we, the undersigned organizations, stand united in our commitment to ensuring the safety, security, and well-being of every member of our community. We condemn any actions that seek to divide, intimidate, or harm our neighbors and reaffirm our dedication to fostering an environment where every person can feel safe and supported.

Our shared values compel us to protect the [principles of democracy](#). We believe that a strong, vibrant democracy is the foundation of a just and equitable society, and we will continue to work together to uphold these values here in [name of community].

We call on you to join us in rejecting fear and division, building bridges, promoting understanding, and working together to ensure that every voice is heard, and [customize as you see fit e.g., our elections are administered securely or every vote is counted]. In times of challenge, our strength lies in our unity and our shared commitment to the democratic process.

Signed,

[Leader 1 Name]

[Title]

[Organization 1]

[Leader 2 Name]
[Title]
[Organization 2]

[Leader 3 Name]
[Title]
[Organization 3]

Organize an Interfaith/Intergroup Community Event Outreach

Subject: Join Us for an Interfaith Gathering to Protect Democracy on [Date]

Dear [Name],

I'm excited to invite you to our upcoming interfaith event, [Event Name], on [Date] at [Location]. This gathering will bring together diverse voices to promote understanding and unity through [mention key activities briefly, e.g., discussions, performances].

Details:

- Date: [Date]
- Time: [Start Time] – [End Time]
- Location: [Venue Name and Address]

We would be honored to have you join us. Feel free to reach out if you have any questions.

Best,

[Your Name]

Section 3: Keeping communities safe, calm, informed, and engaged

Physical Security Best Practices

Community Contact Tree Template

Set up a contact tree quickly for your community using a spreadsheet or printed document with this information:

Name	Role/Affiliation	Contact Method	Contact Information	Who will contact this person?

Emergency Contact Template

1. Local Law Enforcement (e.g., Non-Emergency or Community Liaison Officer)

- **Name:**
- **Title/Role:**
- **Department/Agency:**
- **Non-Emergency Phone Number:**
- **Email Address:**
- **Preferred Communication Method:**

2. Local Official (e.g., County Commissioner’s Office, Office of the County Clerk, Registrar of Voters, Election Administrator)

- **Name:**
- **Title/Role:**
- **Phone Number:**
- **Email Address:**
- **Preferred Communication Method:**

3. Local Antisemitism Monitor (e.g., JCRC, SCN, other org)

- **Name:**
- **Title/Role:**
- **Organization:**
- **Phone Number:**
- **Email Address:**
- **Preferred Communication Method:**

4. Other Key Contacts (e.g., Community Leaders, Security Consultants, etc.)

- **Name:**
- **Title/Role:**
- **Organization:**
- **Phone Number:**
- **Email Address:**

Email: Cyber Hygiene

Subject: Simple Steps to Protect Your Online Security

Dear Friends,

In our increasingly connected world, it's more important than ever to take simple steps to protect your personal information and keep yourself safe online. Here are five easy actions you can take today (borrowed from the U.S. government's Cybersecurity and Infrastructure Security Agency's [Cybersecurity Best Practices](#)):

1. **Secure Your Accounts:** Make sure your accounts have strong, unique passwords and turn on [multi-factor verification](#). A password manager can help keep everything safe and easy to manage.
2. **Check Your Privacy Settings:** Review the privacy settings on your social media accounts and other apps/websites to control what information you share.
3. **Be Mindful of What You Share:** Before posting anything online, think about what it reveals. Avoid sharing personal details, and talk with your family and friends about doing the same.
4. **Stay Alert for Scams:** Be cautious with emails or messages that seem off—misspellings, strange requests, or anything that doesn't look right. When in doubt, don't click!
5. **Use Secure Connections:** Whenever possible, avoid using public WiFi (e.g.: in the airport, at a coffee shop, at your hair salon) for anything sensitive. If you need to, consider using a VPN to keep your connection secure.

If you experience cybercrime, please [report it to the FBI's Internet Crime Complaint Center](#) (IC3). These simple steps (including more from the [New York Times](#)) can help protect both your personal information and the security of our community. If you need any help or advice, feel free to reach out.

Thank you for taking these steps to keep us all safe online!

Best,

[Your Name]

Conflict De-Escalation Best Practices

Outreach Email: Active Bystander Intervention and De-Escalation

Subject: Resource on Peacebuilding for Volunteers

Dear Friends,

I hope you're doing well. We wanted to share something that might be helpful for our community: guidelines on how we can all play a role in conflict de-escalation in

contentious times.

DC Peace offers practical advice on how community members can make a real difference in building bridges and creating an environment of mutual respect, even around heated topics.

You can check the guidelines here: [DC Peace Team Guidelines for Volunteers](#).

If everyone adopts these practices, we will not only weather this polarizing and difficult time, but we will also build a stronger, healthier, and more cohesive community.

Feel free to pass this along to anyone else who might find it helpful.

Warmly,

[Your Name]

Email Templates to Engage your Community in Proactive Action

Option 1

Subject: Taking Action to Protect our Democracy

Dear Friend,

As you know, we are heading into a time of deep divisions in our country and community. We wanted to share this resource from the peacebuilding experts at Common Ground USA, an initiative of Search for Common Ground, on [50 things anyone can do](#) to increase American strength and resilience in the face of our challenges. Share these tips with your friends, family, and community and as always, let us know if you have any questions.

Best,

[Your Name]

Option 2

Subject: Taking Action to Protect our Democracy

Dear Friend,

Feeling stressed about the state of our democracy? You're not alone. You care about this country and you're worried about it, so are we. Check out this resource from our friends at Search for Common Ground on [50 things anyone can do](#) to increase American strength and resilience in the face of these problems. As always, let us know if you have any questions.

Best,

[Your Name]

Newsletter

In this time of deep divisions in our country and community, it's more important than ever to foster unity and resilience. Check out this resource from our friends at Search for Common Ground: "[50 Things Anyone Can Do to Increase American Strength and Resilience.](#)" We encourage you to explore these tips and share them with your friends, family, and community. If you have any questions, feel free to reach out to us.

Communications Best Practices

Sample Communications Plan

Objectives

- Increase community awareness and engagement.
- Inform stakeholders about key dates and activities.
- Promote volunteer participation and collaboration with partner organizations.

Guiding Principles

- Communicate for the intended audience.
- The messenger is as important as the message - send communications from the most trusted messenger for the intended audience.
- Share facts.
- Prepare, don't scare.
- Articulate your values, share your actions that demonstrate your values, and offer a call to action for your community to get involved.

Audience

Primary Audiences:

For Example:

- Community members and residents.
- Local leaders and influencers.
- Volunteers and partner organizations.

Secondary Audiences:

For Example:

- Local media outlets.
- Government officials and policymakers.
- Donors and sponsors.

Key Messages

Core Message:

- Summarize the main message you want to convey.

Supporting Messages:

- Highlight the benefits of participating in the initiative.
 - Example: "Volunteering in this project is a meaningful way to contribute to our community's well-being and foster lasting relationships."
- Emphasize the importance of collective action.
 - Example: "We can build a stronger, more cohesive community."

Communication Channels

Internal Communication:

For Example:

- Team meetings (weekly or bi-weekly).
- Email newsletters to volunteers and partners.
- Internal messaging platforms (e.g., Slack, WhatsApp).

External Communication:

For Example:

- Social media platforms (e.g., Facebook, Twitter, Instagram).
- Community bulletins and flyers.
- Local newspapers and radio stations.
- Website and blog posts.
- Email campaigns to community members and stakeholders.

Tactics and Activities

Pre-Launch Phase:

- Announce the initiative through an email newsletter and social media posts.

- Hold a press release or briefing for local media.
- Distribute flyers and posters in key community locations.

Launch Phase:

- Host a community event to kick off the initiative.
- Share live updates and photos on social media.
- Send out a reminder email to encourage last-minute participation.

Ongoing Communication:

- Provide regular updates on progress through newsletters and social media.
- Highlight volunteer stories and testimonials.
- Continue media outreach with updates and human-interest stories.

Post-Initiative:

- Share the outcomes and impact of the initiative through a final report.
- Thank participants, partners, and supporters with personalized messages.
- Organize a follow-up event or meeting to discuss lessons learned and future plans.

Evaluation and Measurement

- Social media engagement (likes, shares, comments).
- Website traffic and email open rates.
- Media coverage (number of articles, mentions).
- Event attendance and volunteer participation.
- Post-initiative surveys to gather feedback from participants.

Sample Media Protocol for Contentious Times

What to do when contacted by the media unexpectedly

- If the topic is something you or your organization determines not to comment on, do not answer questions and be polite, courteous and calm.
- Inform the reporter that you are not the appropriate person to answer questions.
- Gather the following information:
 - The reporter's full name.
 - The name of the media outlet they represent.
 - The reporter's telephone number and email address.
 - Nature of the inquiry/information requested/reason for calling.
 - The reporter's deadline.
- Tell the reporter that you are referring their request to the appropriate person, and that someone will get back to them as soon as possible.
- If pressed, explain to the reporter that this is routine procedure and all media inquiries

are handled in this way.

What to do when uninvited media visits your facility

- Do not answer questions or provide comment. Be polite, courteous and calm.
- Assume everything you say is 'on the record.' if a television camera is present, assume it is on. Do not put your hand in front of the camera or otherwise to try to block the camera from filming. Do not physically confront the reporter in any way.
- If applicable: Tell the reporter that they are on private property and escort them off the premises. However, reporters are allowed to shoot footage from public property (i.e., the sidewalk or street outside).
- Once the reporter is off the premises, gather the following information:
 - The reporter's full name.
 - The name of the media outlet they represent.
 - The reporter's telephone number and email address.
 - Nature of the inquiry/information requested/reason for calling.
 - The reporter's deadline.
- Tell the reporter that you are referring their request to the appropriate person, and that someone will get back to him or her as soon as possible.

In the event of an unscheduled, unanticipated or ambush interview, control is the key.

- Try to be polite, courteous and calm.
- Do not take the bait: avoid a dialogue.
- Understand that your body language and tone are as important as what you say: smile or maintain a pleasant demeanor.
- **Do:** be calm, confident, controlled, respectful, and compassionate.
- **Do not:** be angry, scared, frazzled, rude or insensitive.

Sample Statement in Response to an Incident

In light of the recent incident in our community [insert facts that are known at time of drafting or link to a trusted news article], [Organization Name] stands firm in our commitment to ensuring the safety, security, and well-being of every member of our community. We condemn any actions that seek to divide, intimidate, or harm our neighbors. We stand committed to fostering an environment where every member of our community feels safe and supported.

We call on all members of our community to join us in rejecting fear and division. Let us focus on building bridges, promoting understanding, and working together to ensure that every voice is heard, and every vote is counted. In times of challenge, our strength lies in our unity and our shared commitment to the democratic process.

[Organization Name] remains vigilant in our efforts to ensure that our community continues to be a place where democracy thrives and where all individuals are treated with dignity and respect.

Signed,

[Leader Name]

[Title]

[Organization Name]