



**STAND UP  
TO JEWISH  
HATE**

**ROBERT K. KRAFT**  
FOUNDER

Dear Congregational Leader,

In your distinguished role, you have the honor and privilege of guiding your membership and influencing your members to listen, learn and enact meaningful change. Now, more than ever, that change is sorely needed. Hate, especially antisemitism, is rising in communities across our country. We have seen it on social media. We have seen it on flyers found outside Jewish homes. Swastikas are projected onto buildings and on bricks thrown into people's living rooms, and neo-Nazis are shouting "Sieg Heil" at rallies throughout the nation.

According to the FBI, while Jews only make up 2.4% of the U.S. population, we are targets of 55% of religious hate crimes in the country. We cannot fight this hate alone.

This past spring, our Foundation to Combat Antisemitism launched the Stand Up to Jewish Hate campaign to raise awareness of antisemitism and hate targeting Jews. Through powerful storytelling in commercials and social media, our goal is to empower all people to combat hate. As part of that, we established the ■ – the Blue Square emoji already on most phones—as a simple, but powerful symbol of solidarity and unity, making it easy for anyone to #StandUpToJewishHate and post and share the ■.

In the months following the campaign, we've seen it touch the hearts and minds of millions of people across the United States. It has garnered over five billion media impressions. Our research has found that we've grown awareness of antisemitism as an issue two-fold and have raised the number of people very likely to speak up on behalf of a Jewish person experiencing prejudice by 90%. Hundreds of athletes, celebrities and political leaders, as well as everyday Americans, have posted and shared the ■ and are wearing Blue Square pins proudly.

We need to continue to build upon this moment of awareness and turn it into a movement.

All of us of Jewish faith know that 'Tikkun Olam' is a guiding ethos of our people. As you prepare for High Holiday services, we hope you will consider this call to action in your sermons. In this package, we have included talking points and a fact sheet that we encourage you to use. We also urge you to use them to shape messages in newsletters and other communication channels to get the word out. We are proud to share our Blue Square pins with you in the hopes that you will share them with your congregation. The more American Jews that choose to speak up against this growing threat of antisemitism, the more we can educate and empower all Americans to Stand Up to Jewish Hate and all hate.

Thank you for joining us in this effort. Please share your input with us on your work to spread this message and let us know if you need more pins by reaching out at [synagogues@fcas.org](mailto:synagogues@fcas.org). Your support and solidarity will make the difference as we fight intolerance and bigotry together.

Sincerely,

Robert K. Kraft



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## **TALKING POINTS ABOUT ANTISEMITISM AND THE 'STAND UP TO JEWISH HATE' CAMPAIGN FOR CONGREGATION LEADERS**

In recent years, we have seen horrific incidents across the country starting with the atrocious attack in Charlottesville, the deadliest attack on the Jewish community in the United States at the Tree of Life synagogue in Pittsburgh, chants of "Sieg Hiel" in hate rallies, book burnings, the rise of Holocaust deniers, and swastikas popping up in communities throughout the nation.

The level and temperature of hateful rhetoric in the United States is rising.

What we're seeing today, in the United States in 2023, is beginning to look more and more like Germany in the 1930s.

If we want to try to ensure that our future does not look like the 1940s, we all must collectively do something and do something together.

That is the goal of the Stand Up to Jewish Hate campaign. Organizations are fighting antisemitism across the country – but the Foundation to Combat Antisemitism is doing it in a way that reaches a mass audience and tries to change the views and perceptions of Americans across the country.

The campaign includes a Blue Square – a symbol that stands for solidarity and unity.

We need to educate and create awareness so we can explain to the 98% of the country that isn't Jewish that antisemitism is real, and that it leads to the kind of hate that we've seen in history, to ensure it never happens again.

According to the FBI, the 2.4% of the population of the United States which is Jewish, receives 55% of the religious hate crimes.

Almost 90% of people in the United States acknowledge that antisemitism exists – but most don't think it's a problem that requires any action.

When asked if any action were to be taken, what people would support, over 50% said that the Jewish people could handle the issue on their own.

That's part of the issue. We can't do this alone.

As Jews, we need to spread awareness to our non-Jewish friends to ask them to stand with us and to fight this hate together.

The Stand Up to Jewish Hate campaign includes storytelling that tells people why we need non-Jews to stand up alongside us.

It uses the Blue Square as a simple way to show support. Through the campaign, we've seen the Blue Square on television screens across the country, in billboards, and worn by celebrities and politicians.

The Blue Square has created a moment of awareness, but in order to turn that moment of awareness into a movement, we need the Jewish community to share the Blue Square and share the message of the campaign to their friends who are non-Jews.

I encourage you to share this mission. Ask your friends to adopt the Blue Square – and ask your friends to stand up to Jewish hate wherever they may see it.

Visit [StandUpToJewishHate.org](https://StandUpToJewishHate.org) to see the storytelling that shows and explains to non-Jews just how important their support is and how to take steps to stop this hate together.

If we all galvanize as a community, we can create real change and a real movement.