



Dear AZM Colleagues:

We wanted to share this worthwhile opportunity with you.

The FOCUS Project is an initiative of a coalition of major American Jewish organizations. Each week, The FOCUS Project develops and distributes important news and talking points concerning Israel and antisemitism - including significant information that often doesn't get into the media.

The talking points are very useful for influencers and their organizations, enabling them to better understand and comment on fast developing issues. The FOCUS bulletin is a real time saver for busy professionals, and for anyone who is concerned about the alarming rise in antisemitism and issues facing Israel. The goal is for supporters of Israel and the Jewish people to have more accurate information and speak with greater consistency in the public square – whether it be using social media, press interviews, or reaching out to elected officials.

FOCUS offers a flagship edition that you can easily sign up for by clicking the link: bit.ly/joinFocusProject

And now, we are offering a new “custom label” edition where we partner with individual organizations and help them distribute FOCUS to their membership, using their own logo and introductory language. A third option is for organizations to incorporate the weekly FOCUS edition into their own newsletter via a link we would provide.

And it's all free.

It's an excellent way for an organization to provide a relevant, value-added service to its membership, at no cost.

On our shuk table, you will find examples of the FOCUS flagship and custom label editions. We recommend you consider this useful opportunity.

For more information and questions, please contact Rabbi Eric Greenberg, FOCUS Director of National Outreach and Partnerships at egreenberg@focus-project.org