

# Changing the Narrative: The Focus Project

The American Jewish community faces a perfect storm, with antisemitic acts and harmful rhetoric coming from all sides, endangering lives and becoming normalized through social and traditional media. This is no coincidence and often directed by well-coordinated and well-funded adversaries.

## OUR ADVERSARIES

- Conflate Jewish identity and Zionism with exploitation, colonialism, and violent law enforcement in a highly charged social and racial justice environment
- Use divisive language and imagery to reinforce perceptions of Jews and the Jewish State as 'other', especially on campus, and leverage celebrities to spread these to new audiences
- Employ mass communication and social media to push an agenda targeting and scapegoating Jews and Israel to media, government, and academia

The distance from antisemitism and delegitimization of Israel to incitement and violence is narrowing.

The key to combat this hateful narrative is to beat them at their own game, driving our own messaging consistently and repeatedly. That is why The Focus Project was conceived and why it must succeed.

The Focus Project recognized that we won't overcome this challenge if our broader community speaks with many voices pursuing divergent agendas. These times demand messaging that is consistent, resonant, and effective – to counter our well-organized adversaries.

## IN A SHORT TIME

We have accomplished a remarkable feat – bringing together our community's leading organizations from across a broad spectrum to achieve consensus and deliver powerful messaging.

- We built a unique model of collaboration and expertise. Each week, subject matter experts from our partners work together to develop unified messaging on the issue of highest priority.
- We target influencers and influential organizations who reach those millions of Americans who could be our allies. Our subscribers include some **150** legislators at all levels of government, academics, journalists, campus activists and spiritual leaders of several faiths.
- In three years through **200** weekly emails, we've grown to nearly **38,000** subscribers, increasing more than tenfold in 2020 alone. Our talking points have been read more than **300,000** times, and over **80%** of our subscribers have used them in the last six months. As one CEO put it: "What makes The Focus Project unique is the conciseness of its messages. No one wants to read 10 pages. That's the best, knowing that your emails are to the point and concise."

# The Focus Project is unlike any previous communications campaign.



We speak to a broad American audience within and far beyond the Jewish community with messaging that resonates to fight antisemitism and the delegitimization of Israel. Our talking points are distributed far beyond our own networks, through partner organizations' publications and speakers, across social media and weekly sermons.

## WHAT MAKES US UNIQUE?

- ✓ Our messaging rises above the noise and focuses on what unites us. Our sole agenda is to be effective at fighting antisemitism and delegitimization.
- ✓ We actively distance ourselves from the limelight. Our aim is to facilitate others.
- ✓ Our well-researched and professionally written talking points are apolitical and seen by subscribers as well-balanced.
- ✓ Our weekly talking points are shared at no cost or obligation and can be custom-labeled for partner organizations that issue their own publications or email campaigns.
- ✓ Our budget is small, and our operation is lean. With the number of influencers we reach, and the usage they report, we generate a high and increasing ROI.

Changing hearts and minds requires sustained and consistent messaging delivered and repeated over time. Our unique approach, expanding partnerships and broadening reach propel us towards meeting that objective.

Speed is vital. We must redouble our efforts, ensuring that our messaging is repeated far and wide to succeed in fighting this rising tide of Jew hatred.

**The Focus Project is the game-changer our community needs.**

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