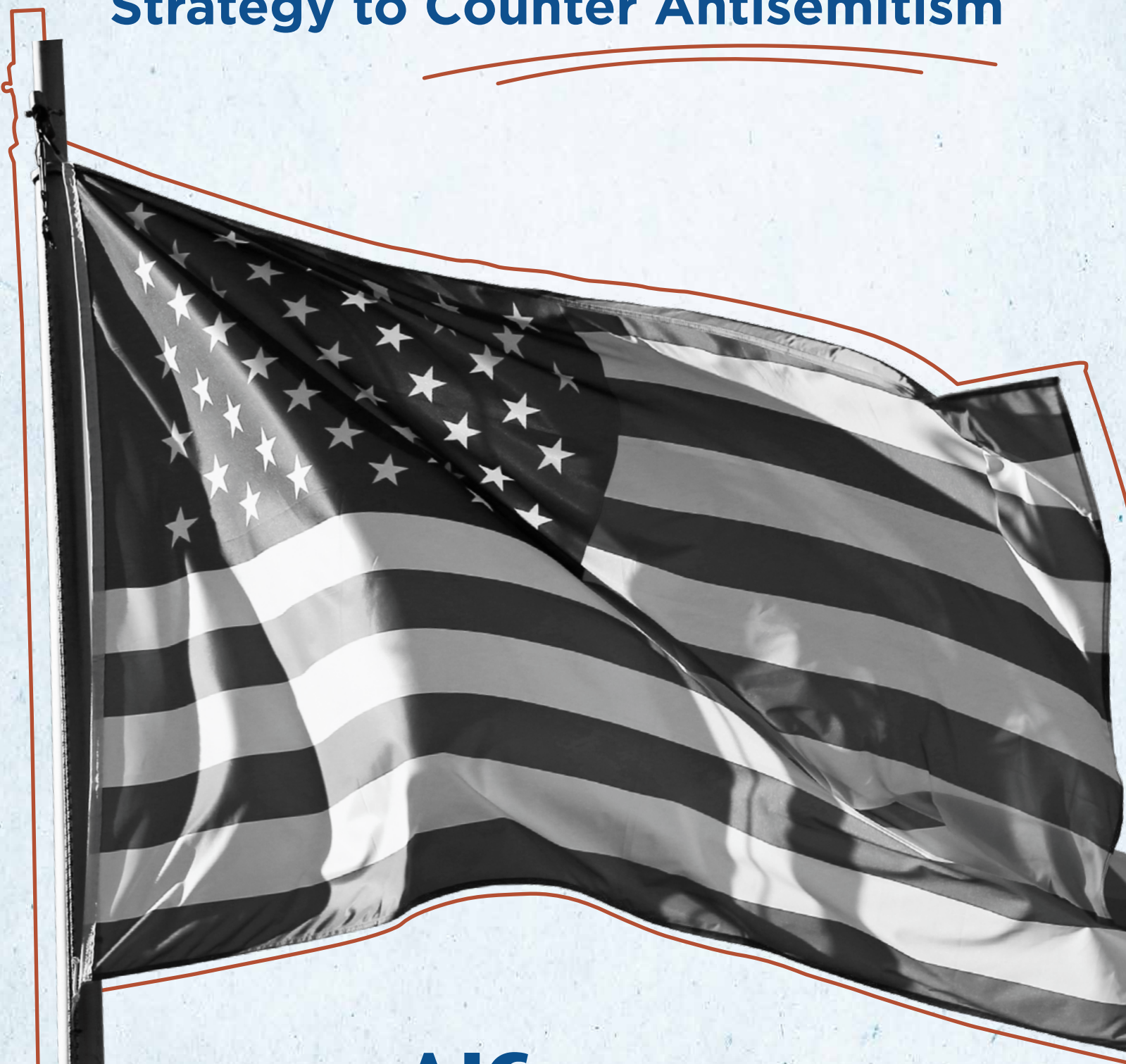


A Partners Guide to Countering Antisemitism through Allyship

Implementing the U.S. National Strategy to Counter Antisemitism



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According to [AJC's State of Antisemitism in America 2023 Report](#)¹, more than six in 10 (63%) American Jews say the status of Jews in the United States is “less secure than a year ago”—more than a 20 percentage point increase in just one year (and a 30 percentage point increase over two years). Seventy-eight percent of American Jews who heard about the Hamas terrorist attacks in Israel say the attacks [made them feel less safe](#)² as a Jewish person in the U.S.

The U.S. National Strategy to Counter Antisemitism outlines a whole-of-society effort to address anti-Jewish hate. [AJC's Task Force to Implement the U.S. National Strategy to Counter Antisemitism](#)³ is working with all stakeholders, especially interfaith and intergroup partners, in this important work. The American Jewish community cannot fight antisemitism alone—it requires leaders and people of good will, from religious, ethnic, and racial communities across the ideological spectrum, to join in the fight.

The Strategy stands on four pillars, each presenting opportunities for faith, ethnic, and civic leaders in protecting those of faith and minority communities and supporting American values. This guide outlines action items from the National Strategy specifically geared towards partners and allies.

¹ [AJC.org/AntisemitismReport2023](https://ajc.org/AntisemitismReport2023)

² [AJC.org/AntisemitismReport2023/AmericanJews](https://ajc.org/AntisemitismReport2023/AmericanJews)

³ [AJC.org/NationalStrategyNews](https://ajc.org/NationalStrategyNews)

Pillar 1

Increase awareness and understanding of antisemitism, including its threat to America, and broaden appreciation of Jewish American heritage

“We encourage non-Jewish faith leaders to educate their communities about both antisemitism and Jewish heritage, history, and culture, as well as the core American principle that people of all faiths have equal rights to religious liberty.”

Build personal connections. Building personal connections between Jews and Americans of other faiths is critical. [AJC’s State of Antisemitism in America 2023 Report](#)⁴ found that 82% of those who know someone Jewish say they have heard the term “antisemitism” and know what it means, compared with 48% who do not know someone who is Jewish. Regular and sustained engagement is essential to build a foundation of goodwill.

Visit a synagogue, and invite Jews to your house of worship. Attending a service or touring a house of worship helps [understand a religious community’s ritual and practice](#)⁵ in a practical, tangible way.

Learn about each other. Leaders should avoid assuming a baseline of knowledge about other communities. Teaching the basic “anatomy” of partners (e.g., titles of religious leaders, respectful protocol) can be helpful. Resources like AJC’s [Short Guide to Jewish Religion and Culture](#)⁶ can be a model.

Celebrate each other’s cultures. Each May marks [Jewish American Heritage Month](#)⁷. The U.S. National Strategy to Counter Antisemitism calls on all of society to broaden appreciation of Jewish American heritage as a mechanism to counter antisemitism. Partners can [help the Jewish community celebrate this month](#)⁸, and Jews can also seek out opportunities to engage with faith partners within diverse communities during Hispanic Heritage Month, Black History Month, Asian American and Pacific Islander Heritage Month, and so on.

⁴ [AJC.org/AntisemitismReport2023](https://www.aicj.org/AntisemitismReport2023)

⁵ <https://kjzz.com/news/local/jewish-leaders-tour-lds-church-welfare-operations-and-mormon-temple>

⁶ [AJC.org/Culture](https://www.aicj.org/Culture)

⁷ [AJC.org/JewishAmericanHeritageMonth](https://www.aicj.org/JewishAmericanHeritageMonth)

⁸ [AJC.org/JewishAmericanHeritageMonth](https://www.aicj.org/JewishAmericanHeritageMonth)

Acknowledge that antisemitism is not just a problem for Jews. Non-Jewish voices need to raise awareness that antisemitism is not just a Jewish problem, but an assault on the core values of pluralism, freedom, and democracy that Americans hold dear. [In this video](#)⁹, titled “Where There’s Hope,” allies of the Jewish community and American Jews reflect on the importance of everyone taking a stand against anti-Jewish hate, noting that “if it happens to one of us, it happens to all of us.”

Strengthen education on Jews, antisemitism, and the Holocaust. For coalition partners, learning about Jewish history and the societal problem of antisemitism can help develop a deeper understanding of Jews, their values, their fears, and the need for non-Jewish bystanders to not stay quiet in the face of Jewish attacks. This is why Holocaust education plays a critical role in better understanding where unchecked antisemitism can lead.

“We encourage non-Jewish faith leaders to urge their communities to speak up when they hear speech that is antisemitic or witness antisemitic discrimination.”

Acknowledge problems within one’s own community. Non-Jewish voices have a unique ability to be heard when explaining what antisemitism is and why it is a societal problem. We are more likely to accept information from someone we know and trust. Learning about the various antisemitic tropes, triggers, and code words helps identify and address the specific instances and types of antisemitism that may arise within our own communities.

Be intentional about addressing antisemitism. Leaders of religious, ethnic, and racial groups should refrain from amplifying antisemitic messages and avoid coalitions that exclude Jews, deny the right of Jews to self-determination in their ancestral homeland, or demonize the Jewish state. Anti-Israel statements and actions [can be a form of antisemitism](#)¹⁰, and coalition partners should have a nuanced and balanced understanding of the state of Israel and the people who live there.

Be prepared for patterns. Antisemitism has historically increased during election cycles, Jewish holidays, and during flare-ups in the Israeli-Palestinian conflict, as we have seen after Hamas’ attacks against Israel on October 7 and the ensuing war.

⁹ [AJC.org/WhereTheresHope](https://www.ajc.org/WhereTheresHope)

¹⁰ [AJC.org/RecognizingAntisraelActions](https://www.ajc.org/RecognizingAntisraelActions)

Pillar 2

Improve safety and security for Jewish communities

The Strategy calls on community partners to convene with state and local officials, including law enforcement, to discuss antisemitism and hate crimes, create a diverse network of community leaders, and encourage reporting of hate incidents, and collaborate on efforts to improve hate incident reporting, increase trust, and raise awareness about what constitutes a hate crime.

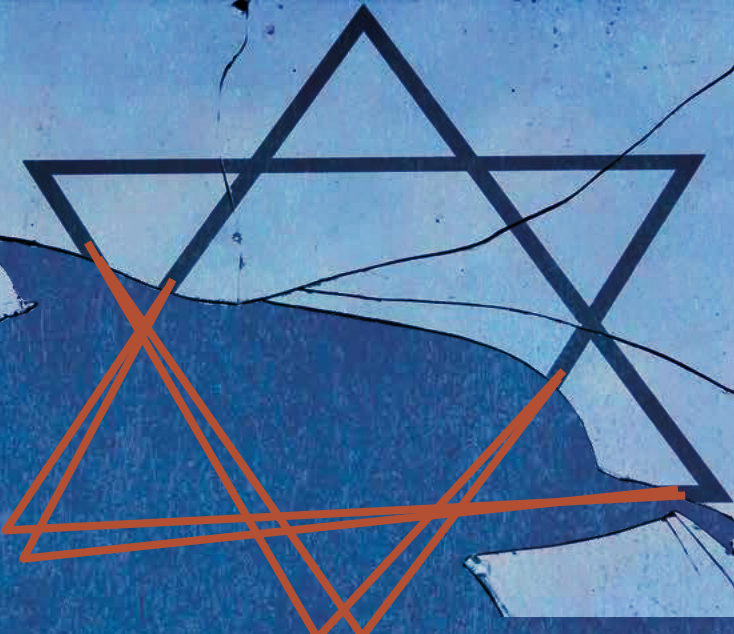
Increase awareness and reporting of hate crimes.

Many communities lack understanding about the threat posed by the underreporting of hate crimes, why it occurs, and the impact. If we do not understand the extent of the problem, effective solutions will continue to evade us. Leading a conversation about efforts to improve hate incident reporting, increase trust, and raise awareness about what constitutes a hate crime can bring awareness and action. Because of a [diverse coalition of support](#)¹¹, important legislation like the Jabara-Heyer NO HATE Act, incentivizing reporting by local law enforcement agencies, was passed by Congress and signed into law.

Promote security to protect minority communities: The Department of Homeland Security's Nonprofit Security Grant Program provides funds to train staff and protect minority-affiliated institutions and houses of worship. Discuss these grants and promote participation.



¹¹ [AJC.org/howNOHatepassed](https://www.ajc.org/howNOHatepassed)



The National Strategy calls on leaders to urge their communities to speak up when they hear speech that is antisemitic or witness antisemitic discrimination. Respond to acts of hate, discrimination, and bias.

Use your platform and issue unequivocal condemnations. One of the most impactful ways partners can help respond to antisemitism is to use their collective voice to raise awareness and show allyship through public statements or social media messages.

- When antisemitic incidents occur, make clear, unwavering statements that specifically name and condemn them. Normalization occurs when antisemitism is ignored, downplayed, or diluted, and it can happen when those in a position of influence or authority fail to name and condemn antisemitism. Influential figures have a critical role to play in responding to antisemitic incidents and setting a positive “tone from the top,” that makes clear that antisemitism is not tolerated. Condemnation can take many forms, including public statements, resolutions, and social media posts.
- Strong statements of condemnation should come immediately and should:
 - **Specifically name and condemn antisemitism when it occurs**, even in the larger context of free speech.
 - **Offer pathways forward, including resources for victims**, that can help the community heal while also proactively addressing antisemitism by generating improved understanding about Jewish history, identity, and heritage.
 - **Define antisemitism.** Hundreds of cities, states, countries, businesses, universities, sports leagues and others have embraced the International Holocaust Remembrance Alliance (IHRA) [Working Definition of Antisemitism](https://www.holocaustremembrance.com/resources/working-definition-antisemitism)¹², to help determine when incidents may be deemed antisemitism.

Pillar 3

Reverse the normalization of antisemitism and counter antisemitic discrimination

¹² <https://www.holocaustremembrance.com/resources/working-definition-antisemitism>

Support partners in need. When an incident occurs that affects a particular community, reach out and offer solidarity and support. [AJC's State of Antisemitism in America 2023 Report](#)¹³ found that over nine in 10 Americans, Jews and the general public, say antisemitism affects society as a whole, and that everyone is responsible for combating it. Americans believe antisemitism is a problem for everyone, and yet, in many instances, Jews feel as though hatred of them is ignored, discounted, or **not taken as seriously**¹⁴ as other forms of hate and bigotry.

Counter toxic stereotypes and false narratives. Many minorities feel misrepresented in the media or society. This commonality can deepen sensitivities and cement bonds. AJC created the [Translate Hate glossary](#)¹⁵ to help partners identify different sources of antisemitism and expose antisemitic tropes, words, and symbols that often hide in plain sight. Part of being a strong ally is constant education.

- [Translate Hate](#)¹⁶ is a useful tool for new and longtime allies of the Jewish community. In fact, [Translate Hate](#)¹⁷ inspired AJC's Chinese-American partners, the C100, to make their own [glossary of anti-Asian hate](#)¹⁸ words, language, and tropes.

Promote Religious Freedom. Throughout the world, members of minority religious groups are often harassed, threatened, discriminated against, and attacked. Uniting around the right of religious freedom can be a powerful tool to create unity.

¹³ [AJC.org/AntisemitismReport2023/Comparison](https://www.aicj.org/AntisemitismReport2023/Comparison)

¹⁴ [AJC.org/AntisemitismReport2023/AmericanJews](https://www.aicj.org/AntisemitismReport2023/AmericanJews)

¹⁵ [AJC.org/TranslateHate](https://www.aicj.org/TranslateHate)

¹⁶ [AJC.org/TranslateHate](https://www.aicj.org/TranslateHate)

¹⁷ [AJC.org/TranslateHate](https://www.aicj.org/TranslateHate)

¹⁸ <https://www.committee100.org/initiatives/anti-hate-glossary>

The strategy states it is imperative that non-Jewish and Jewish communities work together and stand up for each other to counter antisemitism and other forms of hate. A diversity of voices and actors signals that antisemitism is not just a problem for Jews, but for all.

Pillar 4


Build cross-community solidarity and collective action to counter hate

Reach out on key dates. Proactively reach out to partners to acknowledge important dates, holidays, and anniversaries for their community. Be especially mindful of events that reinforce your communities' ties with the partners you are reaching out to; remembering the horrific Freedom Summer murders of Chaney, Goodman, and Schwerner, which epitomize Black-Jewish cooperation during the civil rights movement, can remind Blacks and Jews of a shared history and plight. If you flag these occasions in advance, partners will often publicly acknowledge them, reinforcing cross-communal ties.

Facilitate reciprocal training opportunities. Jews and Jewish organizations should offer or connect partners with trainings, tools, and best practices to help them understand how Jew-hatred, scapegoating, and conspiracies are part and parcel of other forms of hate and prejudice and be open to learning about other communities' sensitivities and experiences with hate, discrimination, and bias.

- **Partner with AJC to plan trainings** on how to recognize antisemitism, raise awareness, and address it using a variety of tools. AJC has planned similar trainings for elected officials, corporations, sports teams, higher education institutions, and nonprofits. To schedule a training, contact trainings@ajc.org.





Seek opportunities for joint advocacy. Joint advocacy strengthens bonds of partnership.

- Organize political empowerment workshops. Share best practices employed by various communities, from political advocacy efforts of diaspora communities, to how to be an effective advocate in the U.S., and the benefits of building strong coalitions.
- Issue statements of support for each community if an incident arises at either the national or local level. Consider the power of joint statements in sending a stronger message and reaching a broader audience.
- Conduct joint meetings and/or send joint letters. Leverage coalitions in letters to elected officials. An example is an appeal to the mayor's office to designate a point person to address hate crimes.
- Collaborate in outreach to state/local government. With State legislatures and City Councils, engage existing caucuses (Jewish Caucus, Latino Caucus, etc.) by hosting briefings or events that may also bring in partners. Similarly, consider supporting the establishment or work of coalition-inspired caucuses (Black-Jewish, Latino-Jewish, etc.)

Relevant Resources

To read

- [Allied Against Hate: A Toolkit for Faith Communities](#)¹⁹: A resource created by the White House Office of Faith-Based and Neighborhood Partnerships to implement the U.S. National Strategy to Counter Antisemitism.
- [Translate Hate](#)²⁰: A visual glossary of antisemitic tropes, words, and symbols that can hide in plain sight, from the internet to pop culture.
 - Also available in Spanish: [Traduciendo El Odio](#)²¹
- [Call to Action for coalition partners](#)²²
- In many ways, the [U.S. National Strategy to Counter Antisemitism](#)²³ mirrors AJC's [Call to Action Against Antisemitism in America](#)²⁴, a guide for all sectors of society to understand, respond to, and prevent antisemitism released in September 2022. The guide for coalition partners can be particularly useful to faith leaders.
- [10 Tough Questions on Antisemitism Explained](#)²⁵
- [Jewish American Heritage Month](#)²⁶: AJC's Jewish American Heritage Month website provides a wealth of resources on Jews in America and their contributions to our country.
- [America's Table](#)²⁷: A Thanksgiving Reader celebrating American diversity
 - While the reader is equally usable in homes or in houses of worship, in some communities, like [Houston, Texas, it's become a whole-of-society celebration](#)²⁸ of diversity and a statement against hate or intolerance. Since the 9-11 attacks in New York City, AJC in Westchester, New York, has held an annual Thanksgiving Diversity Breakfast, which brings together more than 300 leaders representing more than 110 community groups from different religions, ethnic backgrounds, and walks of life.
- From Conflict to Cooperation: [Lessons from the Road to Muslim-Jewish Partnership](#)²⁹
- [In Our Time: AJC and Nostra Aetate: A Reflection after 50 Years](#)³⁰
 - This guide to Catholic-Jewish relations reflects on historical challenges and celebrates the strides that are continuing to be made in Jewish-Catholic ties.

To watch

- [“What is antisemitism?”](#)³¹: This animated video explains historical origins, modern manifestations, and actions to take to counter antisemitism in just 4 quick minutes.
- [State of Antisemitism in America 2022 Video Series](#)³²: In July 2023, American Jewish Committee (AJC) released a series of powerful videos featuring American Jews and allies of the Jewish community, including interfaith partners, tackling the impact of antisemitism on society.
- [Standing Together Against Hatred](#)³³: This 11-minute video from June 2022 explores how America can overcome the challenges of division, hate and violence. It features Rami Jabara, brother of hate crime victim Khalid Jabara, Robert Peterson, son of Yong Ae Yue, who was murdered in a hate crime attack in Georgia in 2021, and Buffalo Mayor Byron Brown, who speak to the impact of hate on themselves and their communities. It also includes remarks from AJC's Director of Interreligious and Intergroup Relations Rabbi Noam Marans on countering hate through unity.

¹⁹ [AJC.org/WhiteHouseFaithCommunitiesToolkit](#)

²⁰ [AJC.org/TranslateHate](#)

²¹ [AJC.org/TraduciendoElOdio](#)

²² [AJC.org/call-to-action/partners](#)

²³ <https://www.ajc.org/call-to-action/partners>

²⁴ [AJC.org/CallToAction](#)

²⁵ [AJC.org/ToughAntisemitismQuestions](#)

²⁶ [AJC.org/JewishAmericanHeritageMonth](#)

²⁷ [AJC.org/AmericasTable](#)

²⁸ [AJC.org/houston/AmericasTable](#)

²⁹ [AJC.org/news/from-conflict-to-cooperation-lessons-from-the-road-to-muslim-jewish-partnership](#)

³⁰ [AJC.org/nostra-aetate](#)

³¹ <https://www.youtube.com/watch?v=QjYcUU8L1vo>

³² [AJC.org/AntisemitismReport2022/video-series](#)

³³ [AJC.org/news/standing-together-against-hatred-featuring-remarks-from-rabbi-noam-marans](#)

American Jewish Committee (AJC) is the global advocacy organization for the Jewish people. With headquarters in New York and more than 75 offices, institutes, and international Jewish community partnerships worldwide, AJC's mission is to enhance the well-being of the Jewish people and Israel, and to advance human rights and democratic values in the United States and around the world.

Following the historic unveiling of the U.S. National Strategy to Counter Antisemitism by the White House, AJC CEO Ted Deutch announced the creation of the AJC Task Force to Implement the U.S. National Strategy to Counter Antisemitism. AJC's Task Force is designed to ensure the execution of the National Strategy, which includes dozens of AJC's recommendations closely resembling [**AJC's Call to Action Against Antisemitism in America**](#), in a meaningful and timely manner. For more information on AJC's Task Force visit [**AJC.org/NationalStrategyNews**](#).