

Employee Advocacy Action Plan

1. Prior to making the ask:

- a. What is your goal with promoting our workplace initiatives and resources? If unsure, work towards mapping the gaps in your company's efforts to identify which additional resources or initiatives your company could benefit from.
- b. How does this goal align with, or support, the broader DEI efforts or values of your company or organization? Specifically, identify which resources and/or initiatives are likely to be approved by your company.
- c. Are there other members of your company who would join you in making the proposal to leadership or DEI representatives? If so, who should be the spokesperson or the main point of contact when making the ask?
- d. Identify who within your company needs to be approached to make the ask, whether it is the DEI team, HR, and/or senior leadership. Read our [Tips for Respectful Conversations in Schools, Workplaces and Communities](#).

2. Making the ask:

- a. Use the language provided in the email templates to make the ask. If needed, tailor the provided email templates to reflect the specific context of your workplace or to add in a personal touch via employee stories and testimonies.
 - b. Offer to host a presentation on the importance of workplace initiatives to combat antisemitism and anti-Israel sentiment.
- ### 3. Following up on the ask:
- a. Utilize the FAQs provided to address any questions and/or concerns you receive following the ask.
 - b. If you do not receive a response, follow up with those initially asked to ensure they received the proposal and to offer additional materials if required.
 - c. Be polite but firm during follow-ups, underscoring the importance and urgency of companies doing more to address workplace discrimination.

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