

LETTER TEMPLATE FOR WORKPLACE PLEDGE

To: Corporate Leadership or DEI representatives
CC: workplace@adl.org
Subject: Workplace Pledge - Take Action to Fight Antisemitism

Dear _____,

I hope this email finds you well. At [insert company name], our commitment to diversity, equity, and inclusion is central to our values. However, in light of recent global events and the nearly [400%](#) spike in domestic antisemitic incidents, many of us have been reflecting significantly on how we can do more as a company. As such, I am reaching out with an exciting opportunity to partner with ADL (Anti-Defamation League) in the fight against antisemitism and hate.

ADL has announced a new opportunity for workplaces to renew their commitment to addressing antisemitism by taking a public [Workplace Pledge](#). By taking this action, employers commit to fighting antisemitism in the workplace via speaking out, education, supporting Jewish employees, and addressing antisemitism in broader DEI goals. We understand that change does not happen overnight, but ADL will support and counsel participants for a year to help put this pledge into action. An initial set of resources is listed below.

Hundreds of workplaces have already signed on, including Accenture, adidas, AEG, American Eagle Outfitters, Inc., CLYDE, Deutsch LA, Google, KPMG, NASCAR, National Basketball Association (NBA), New York Life, Northwell Health, Simon Property Group, Turner Construction Company, and UTA, among others. ADL's Workplace Pledge [web page](#) is updated regularly with the growing list of partners.

In the wake of the horrific attack on Israel by Hamas on October 7th and the escalation of antisemitism abroad and here in the United States, the urgency of speaking out against hate and antisemitism **cannot** be overstated. By signing on to ADL's Workplace Pledge, you would emphasize [insert company name]'s **commitment to combating hate and fostering an inclusive workspace free from prejudice**. We would sincerely appreciate your review of ADL's Workplace Pledge and are hopeful about receiving your support to sign on.

Please find below the full pledge commitment, as well as critical resources, including FAQs. ADL staff are cc'd here and available to answer any questions and arrange for a conversation about the Workplace Pledge with your colleagues. Thank you for your consideration.

Best,

ADL WORKPLACE RESOURCES

Sign up your organization to the [Workplace Pledge to Fight Antisemitism](#).

By taking the pledge, your workplace agrees to actively prevent antisemitism, including [addressing antisemitism in Diversity, Equity, and Inclusion](#) programs, supporting Jewish employees through [Employee Resource Groups](#) or other means, providing [religious accommodations](#) for employees, and speaking out against antisemitism.

Speak Out: Share a strong message of support for Jewish employees internally and externally.

- Sharing a public statement of support at this time can be a powerful way to use your brand and community standing to make an impact. ADL has a [social toolkit available](#) and we will soon have a more robust toolkit especially for our corporate and workplace partners. Please stay tuned.
- Participate in public campaigns to call attention to antisemitism, including the [Shine A Light](#) campaign.
- This campaign uses the holiday of Hannukah to call attention to contemporary antisemitism through education and awareness, and celebrates Jewish heritage and culture. Contact workplace@adl.org for more information.
- Partners are encouraged to join the [social campaign the week of Hanukkah](#).

Educate about antisemitism, the Israeli-Palestinian conflict and the war in Israel: As organizational leaders, ensure that you understand and can speak about the issues with confidence. Share your voice and trusted resources with all employees. Some links to educational materials are below:

- [ADL's Resource Page](#) is regularly updated with news, analysis and tools.
- [Antisemitism 101 for the Workplace](#): A 45-minute, self-paced online module that supports professionals at all levels and industries in developing their awareness and understanding of antisemitism at work.

Support Jewish Employees: Create a safe space for Jewish employees to connect and support one another.

- Reach out to your Jewish Employee Resource Group or affinity group, if your company already has one, to express support and offer to hold space for them to connect using [ADL's guide](#) for respectful workplace conversations.
- If your company does not already have an ERG or affinity group, [share an overview of what a Jewish ERG or affinity group](#) would offer to your staff, and consider opening a space for the community.

Uphold Organizational and Legal Policies

- Ensure that [antisemitism is built into DEI goals and priorities](#).
- Ensure that you are meeting legal obligations to protect employees from harassment or discrimination.
- Allow for appropriate use of bereavement leave, or similar PTO policies, for impacted employees.
- [The Louis D. Brandeis Center for Human Rights Under Law](#) can serve as a resource on the various laws and regulations on workplace discrimination that protect Jews based on their religious beliefs and ethnicity.
- Additional resources for workplace engagement from ADL and other Shine A Light partners can be accessed [here](#).

ADL Workplace Pledge to Fight Antisemitism

ADL calls on workplaces across the country to speak out and fight back against antisemitism and all forms of hate.



We are in a moment of unprecedented antisemitism in America—in 2022, the Anti-Defamation League (ADL) reported the highest number of antisemitic incidents since it began tracking them in 1979. Prominent cultural figures have espoused antisemitic and hateful rhetoric online, reaching audiences of millions. In response, the White House released the [National Strategy to Counter Antisemitism](#) on May 25, which calls on companies across America to take action in their workplaces to address antisemitism.

ADL responded to this call with the Workplace Pledge to Fight Antisemitism, an opportunity for companies to stand up to and speak out against antisemitism. We appeal to our partners in the public and private sectors to take this pledge and ensure their workplaces are free of antisemitism and all forms of hate. By signing the pledge, your workplace commits to fighting against antisemitism by taking each of the following actions:



Diversity, Equity & Inclusion

Addressing antisemitism in **our Diversity, Equity, and Inclusion educational strategies** by offering programs for employees about recognizing and addressing antisemitism specifically (such as adopting **Antisemitism 101 for the Workplace On-Demand Module**) as well as integrating antisemitism into our broader DEI approach.



Supporting Jewish Employees

Supporting Jewish employees through mechanisms such as a Jewish **Employee Resource Group (ERGs)**, affinity group, or programming. Recognizing the diversity of Jews, and that Jewish identity transcends religious practice, and pledging that Jewish employees are welcomed in all relevant ERGs or affinity groups.



Religious Accommodations

Ensuring that we have robust **religious accommodation policies**. Evaluating our policies to see where we can make improvements that promote inclusion for all employees, which could include a shared holiday calendar of religious observances, a floating holiday policy, food and dietary accommodations at workplace gatherings, dedicated spaces for daily religious practices, and more



Speak Out Publicly

Using our workplace's platform on social media, via press release, and/or messaging from company leadership to employees as well as externally to speak out to fight hate overall and when there is a day of cultural significance to the Jewish community (Ex: Jewish American Heritage Month, Shine A Light, etc.) or if there is a significant act of antisemitism in the United States



Timeline & Call to Action

Workplace Signatories will be announced publicly in October in a multifaceted promotional effort that will feature mention in ADL's release and website and inclusion in the international Shine A Light on Antisemitism campaign.

Workplaces will have one calendar year from when they sign the pledge to satisfy their commitments and lay the groundwork for continued education around antisemitism in the workplace and support for the Jewish community and all marginalized groups. ADL will support planning and implementation and provide expert guidance on eligible activities.

Contact workplace@adl.org to sign the pledge, or for more information.



FAQs

What is the timeframe for completing the actions listed in the pledge?

Upon signing up, workplaces will have 12 months to address the actions outlined in the pledge.

I belong to a small- or mid-sized company/organization and I'm concerned about the scope of these actions and the required resources. Can the pledge be tailored to my company's size?

Absolutely. ADL is committed to ensuring that all companies and organizations, regardless of size, can actively combat antisemitism. We can work with your team to determine your company's capacities and feasible actions. ADL offers several resources to fulfill the pledge actions successfully.

What if my company or organization does not have Employee Resource Groups (ERGs)?

That's okay! All workplaces differ in the ways that they ensure a safe and secure environment for their Jewish employees. We strongly encourage all companies and organizations to consider this as an opportunity to create an Employee Resource Group for Jewish employees. ADL can provide resources to help you get started, such as [Antisemitism 101 for the Workplace](#) and [ADL's ERG Toolkit](#). In addition, we regularly convene ADL's Jewish ERG network for informational webinars. If you are interested in attending, please reach out to workplace@adl.org and find out about the next available session. If creating a Jewish ERG is not possible currently, we recommend organizing an affinity group, communicating unequivocal support from leadership for Jewish employees and providing the opportunity for Jewish employees to engage with communities or networks outside of their workplace, or programming.

How will you support us in dealing with potential external and internal questions to signing the pledge?

ADL is available to provide resources and guidance on a case-by-case basis to help you navigate any potential questions. Your commitment to this pledge is essential, and our team will support you every step of the way.

When can we expect additional guidance and long-term support?

Participating Pledge signatories will receive information about the Pledge communications strategy and success plan in September 2023. Pledge signatories will be announced publicly in late October 2023.

How long do we have to fulfill the pledge requirements?

Upon signing the pledge, companies will have 12 months to fulfill the required actions. We recognize that resources and capacities vary, so ADL can provide tailored support and regular check-ins and milestones, to help your workplace fulfill its commitment.

Will the full list of signatories be publicized, and when and how can we expect this?

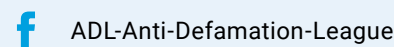
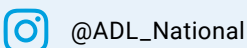
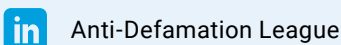
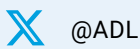
The official announcement, including the signatory list, will be announced on October 23, 2023. If you prefer not to be publicly acknowledged, please let us know and we will refrain from mentioning your company in public announcements.



adl.org

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LETTER TEMPLATE FOR FORMING A JERG

To: Corporate Leadership or DEI representatives

CC: workplace@adl.org

Subject: Forming a Jewish ERG

Dear _____,

I hope this email finds you well. At [insert company name], our commitment to diversity, equity, and inclusion is central to our values. However, in light of recent global events, many of us have been reflecting significantly on how we can do more for our Jewish employees as a company. As such, I am reaching out with a proposal for our company to form a **Jewish Employee Resource Group**.

As per the Anti-Defamation League (ADL), [Employee Resource Groups \(ERGs\)](#) are voluntary, employee-led groups that foster a **diverse, inclusive workplace** aligned with organizational missions, values, goals, business practices, and objectives. Such a group would offer employees the opportunity to share, and gain insight into, Jewish communities, traditions, and cultures; bolster existing diversity, equity, and inclusion (DEI) efforts; and promote interfaith and community partnerships within and beyond the workplace. ERGs can therefore be valuable tools for aligning business and diversity strategies.

For too long religious inclusion efforts, including Jewish ERGs, have been overlooked in workplace efforts to combat discrimination. While increasingly more companies have ERGs, religious-based ERGs are not currently among the top 10 most common ERGs. Hence, we believe it would be critical to emphasize [insert company name]'s commitment to fostering, and celebrating, workplace inclusivity and ensuring a workspace free from prejudice by taking steps towards the formation of a Jewish ERG. We would sincerely appreciate your review of the initiative and are hopeful about receiving your support to form a Jewish ERG.

ADL staff are cc'd here and available to answer any questions and arrange for a conversation about Jewish ERGs. Thank you for your consideration.

Best,

LETTER TEMPLATE FOR REQUESTING EDUCATION IN DEI

To: Corporate Leadership or DEI representatives

CC: workplace@adl.org

Subject: Antisemitism Education in DEI Programs

Dear _____,

I hope this email finds you well. At [insert company name], our commitment to diversity, equity, and inclusion is central to our values. However, in light of recent global events, many of us have been reflecting significantly on how we can do more as a company. As such, I am reaching out to propose that our workplace implements **educational programs** aimed at raising awareness of antisemitism within our Diversity, Equity, and Inclusion (DEI) efforts.

Workplace DEI programs often omit antisemitism education and fail to consider Jewish employees, even though these elements are [vital](#) in creating an inclusive workspace free from bigotry. To kickstart the process of incorporating antisemitism education into our DEI programming, we can begin by using the Anti-Defamation League (ADL) free of charge, self-taught, 45-minute interactive [Antisemitism 101 for the Workplace](#) module that aims to support professionals at all levels in developing their awareness and understanding of antisemitism. As a second step, we can collaborate with [Project Shema](#), an initiative that supports corporations and organizations in understanding and addressing antisemitism and anti-Israel sentiment via live workplace trainings.

In the wake of the horrific attack on Israel by Hamas on October 7th and the escalation of antisemitism abroad and here in the United States, the urgency of raising awareness of antisemitism cannot be overstated. By educating employees on antisemitism, you would emphasize [insert company name]'s commitment to combating hate and fostering a workspace free from prejudice. We would sincerely appreciate your review of our proposal and are hopeful about receiving your support.

ADL can also lead a workplace training for staff at a cost if it is of interest. ADL staff are cc'd here and available to answer any questions and arrange for a conversation about a workplace training. Thank you for your consideration.

Best,

LETTER TEMPLATE TO REQUEST RELIGIOUS ACCOMMODATIONS

To: Corporate Leadership or DEI representatives

CC: workplace@adl.org

Subject: Religious Accommodations in the Workplace

Dear _____,

I hope this email finds you well. At [insert company name], our commitment to diversity, equity, and inclusion is central to our values and it is a commitment that has allowed me to thrive professionally while remaining true to my personal identity. However, many of us have been reflecting significantly on how we can do more as a company. As such, I am reaching out with a proposal for our company to consider how we can better **accommodate Jewish employees in the workplace** to work towards eliminating any conflicts between employee religious practices and work requirements.

The Anti-Defamation League (ADL) has advocated for [religious inclusion and accommodations](#) in the workplace, citing the fact that providing accommodations to employees who observe any faith or religious belief promotes a greater sense of acceptance in the workplace as well as increased productivity and talent retention.

Examples of possible accommodations may include shift swaps between employees, voluntary assignment substitutions, flexible scheduling, lateral transfers to other positions in the company, or use of lunch time in exchange for early departure, amongst others. Such changes would not only support employees like myself in observing religious practices but would reinforce [insert company's name] stance as an inclusive workplace.

I would very much welcome the opportunity to meet to discuss necessary religious accommodations within our workplace, as well as effective strategies and actions to implement these accommodations thoughtfully. We would sincerely appreciate your review of our proposal and are hopeful about receiving your support to address this essential matter.

ADL staff are cc'd here and available to answer any questions and arrange for a conversation about religious accommodations. Thank you for your consideration.

Best,