

Announcing The ADL Impact Stories Initiative -- inviting you to share examples of how ADL makes a difference in the lives of individuals every day! Real-world stories featuring people ADL has impacted engages our audiences on a much more personal level than the statistics and programs on which we have historically focused.

Program Objective: Capitalizing on the human interest and emotional elements of impact stories, we hope to further engage and ultimately encourage donations from our target audience.

How to Contribute: Please complete the attached Submission form and send to Andy Neusner at aneusner@adl.org. When possible, include the real names of the individuals involved. If not, please use pseudonyms. Photos and video will powerfully convey these impact stories, so whenever possible, please provide them, as well as articles, blog posts, etc. In some cases, we may ask you for more information and/or follow up with photo or video shoots.

Note: Please ensure you have received consent from individuals involved to include their names, stories, photos, etc. (Release Form available)

Immediate Need

We need great stories all year round, but particularly for our midyear and end-of-year fundraising campaigns. As our marketing and development teams are constantly planning and creating assets for one of these campaigns, we encourage you to contribute your stories **asap**.

Additional Impact Story Usage:

Impact stories will be compiled and housed in the Brand Central online "library" and made available to the regions and CSC teams for a variety of uses such as:

- Email campaigns
- Website pages
- Annual impact report
- Development meetings and communications
- Social media

To help you get started, please think about examples that fall into one of the four categories of hate --**WHAT** we fight against:

- Extremism
- Anti-Semitism
- Bias, Bigotry and Discrimination
- Cyberhate

OR **HOW** we fight hate:

- Investigate and Research
- Educate and Train
- Advocate and Assist

Here are abbreviated summaries of several examples shared by regions that show both a problem and an ADL-driven solution:

- At a high school in Pennsylvania, a hijab-wearing student was barred from playing in her school's basketball game because of her religious headgear. ADL stepped in and worked with the league to change the policy, and now she's back in the game.
- An Orthodox Jewish college student faced the possibility of failing out of his major because his fellow students insisted on holding classwork sessions on Saturdays when the Jewish student was observing Shabbat. After his appeals were rejected by the department and university leadership, ADL stepped in, got things changed for that student so he could continue his studies, and ensured diversity training for the academic staff.
- In a Florida community, a street had long been named after a Confederate general who was also a founder of the KKK. This angered Jews, African Americans and others in the community, but the town wasn't inclined to change the street name until ADL and other groups met with the mayor, attended council meetings, and otherwise made it clear that this was important. Now the street is named after Liberty.

We know you have plenty of examples, big and small, about how ADL positively impacts individual lives – we look forward to your submissions! Any questions, please contact Andy Neusner at (212)885-7750 or aneusner@adl.org.

Thanks in advance for all of your submissions!