

## **MARKETING & COMMUNICATIONS VOLUNTEERS**

### **Overview of ADL Regional and Community Service Center (CSC) Structure:**

ADL's network of regional offices work with the League's Community Service Center to help ensure that we are the most effective and respected Civil Rights and Human Relations organization of its kind. This network of 27 regional offices allows ADL to function as a national and international organization, seeing issues on both a local and global level.

Regional offices are both proactive and reactive; creating effective programs that lead to long term changes in attitudes, beliefs and behaviors, with the ultimate goal of eliminating bias, bullying and discrimination. ADL offices are continually building relationships with other constituencies, institutions and organizations to promote shared values, allowing each office to respond quickly and effectively to local events and situations.

### **The Mission of Marketing & Communications Volunteers:**

To elevate ADL New York Region's efforts to effectively brand and market our large body of work to current stakeholders and community partners.

### **Roles and Expectations:**

- Commit to one full year of service to the volunteer initiative
- Attend one Volunteer Orientation Meeting at the ADL Headquarters in Manhattan
- Engage in conversations about ADL's work (see page 2)
- Assist the ADL New York Region with at least 2 marketing projects throughout the year, which can include but are not limited to: reviewing and drafting content for print materials, assisting with multi-media and video production, web and graphic design, event and program invitation design, social media strategy and content creation, ADL "swag" production
- Attend at least 2 ADL programs or events to socialize, network and share personal ADL impact stories
- Provide a personal testimonial to showcase the impact of ADL
- Commit to an annual tax-deductible gift of \$360 that will contribute to ADL's programmatic budget

## THE FIVE MAJOR COMPONENTS OF ADL'S WORK



### **Fight Anti-Semitism**

The first part of ADL's dual mission is to expose and combat anti-Semitism. Anti-Semitism today may look different than in generations past but its scourge and sting is just as painful. ADL exposes anti-Semitic words and actions—some linked to deeply engrained, centuries-old anti-Jewish bias—through a comprehensive approach to incident response, educational programming and advocacy.



### **Combat Hate and Protect Communities**

The second core component of ADL's mandate is to secure justice and fair treatment to all. In ADL's tradition of calling out what divides us and shining a light on what can unite people, we work with diverse communities and with law enforcement to identify hate and then to mobilize people to work vigorously against it.



### **Confront Discrimination and Secure Justice**

Every time you stand with ADL to ensure fair treatment for all, you get us one step closer. Our values inspire our efforts on behalf of all groups who experience discrimination—removing obstacles to voting, securing fair treatment to all—including the lesbian, gay, bisexual and transgender (LGBTQ) communities and ensuring religious freedom for all.



### **Stand Up For Israel**

ADL remains an unwavering supporter of Israel, advocating for a secure and stable democratic Jewish state. Since its birth in 1948, the Jewish homeland has faced consistent threats and challenges to its security and legitimacy from both hostile neighbors and anti-Israel forces from the international community. We educate about the important security, diplomatic and societal issues confronting Israel and equip students with the necessary information and tools to respond to bias.



### **Promote Respectful Schools and Communities**

ADL is a leading provider of anti-bias education through our A WORLD OF DIFFERENCE® Institute. The Institute's customizable, interactive training programs are used by schools, universities, law enforcement agencies and community organizations throughout the United States and abroad. The Institute's training modules and standards-based classroom curricula incorporate the latest research from the education field.