

SUPPORT FOR JEWISH LEADERS

UNDERSTANDING AND RESPONDING TO ANTI-JEWISH IDEAS

WHO IS PROJECT SHEMA?

Project Shema is a training and support organization built by progressive Jewish leaders to help the Jewish community and allies **address anti-Jewish ideas & nurture compassion for Jews**. We work to deepen understanding & empathy for the Jewish people's history, trauma, and lived experiences.

While we do not educate about the Israeli-Palestinian conflict, we specialize in helping people understand how anti-Jewish ideas can be carried alongside discourse around Israel and Palestine, even if unintentionally.



WHAT TO EXPECT

An initial 90-minute training program tailored for this moment with robust support resources

- **Clear analysis** on how/why anti-Jewish ideas are spreading in the left
- **A proven strategy** designed to address that challenge
- **Tactical guidance** including key ideas to share & how to address hard questions including about colonialism & genocide

WHAT YOU LEARN

- Why **anti-Jewish ideas go unnoticed & unchecked** in progressive spaces
- **A proven strategy for engagement** to build empathy & create space for nuance
- An effective way to **explain Jewish identity & antisemitism** to progressive peers
- **A framework to understand, spot, & explain** when rhetoric undermines Jewish safety
- **A process to navigate the most challenging questions** with practical tips for responding

CONTACT US NOW

info@projectshema.org | www.projectshema.org