

What is No Place for Hate®?

No Place for Hate is an initiative that offers students, teachers, administrators and family members the opportunity to work together to combat prejudice and enhance a culture of respect in their school and community.

No Place for Hate schools earn their designation by forming coalitions of students, faculty, and parents/guardians; signing ADL's Resolution of Respect; and implementing at least three school-wide projects that promote respect for diversity. No Place for Hate schools are recognized at a spring ceremony in Manhattan.



Make Your School No Place For Hate!

What is the impact of No Place for Hate®?

In the 2014-2015 school year, 86 schools in New York and Northern New Jersey received the No Place for Hate designation. Of teachers surveyed at No Place for Hate schools:

- 96% feel that No Place for Hate creates a positive, safe and inclusive school climate for all students and staff.
- 89% agree that their students will report instances of bullying or biased language or behavior because of No Place for Hate.

“The students took the lead. ... They quickly identified the most problematic issues in school ... and dedicated themselves to be true agents of change.” No Place for Hate Coordinator, Richmond Hill High School, Queens

Why does ADL need funding for No Place for Hate®

Since ADL is dedicated to the mission of ending hatred and bigotry toward all people, we offer No Place for Hate at no cost to schools. However, ADL's expenses in organizing and administering the program are significant. We need **YOUR** help to continue to provide No place for Hate at no cost to schools throughout New York and Northern New Jersey.

Your contribution helps:

- Grow the No Place for Hate network of schools in our region
- Deliver substantive anti-bias/anti-bullying training for students, educators and family members through ADL's A WORLD OF DIFFERENCE® Institute
- Honor students and educators, at our annual No Place for Hate Recognition Ceremony, who serve as leaders in making their schools safe for ALL students

What is our campaign goal?

ADL seeks to raise \$100,000 by December 31! On November 4, ADL launched the campaign at the IMAGINE Gala, raising over \$22,000 at the event. We need your help to get to \$100,000!

How can I join the movement?

There are three great ways to help promote the campaign and we hope you will take advantage of all three!

- 1) Create a personal fundraising page (PFP)
- 2) Make a generous donation
- 3) Share and promote the text to pledge option, “**STOPHATE to 71777**” on social media.



How do I set up a personal fundraising page?

ADL uses the company MobileCause to administer PFPs and text to pledge. To set up a PFP [click here](#) or go to www.adl.org/npfhny. If you have any questions setting up or maintaining your page, please contact your ADL staff liaison and s/he will help you. [There is also a helpful tutorial here.](#)

Are there incentives for participating in the campaign?

ADL will recognize supporters through the four categories below. Prizes will also be given out for the individual(s) who raises the most money and highest number of donations. All donations will be recognized in the program at the No Place for Hate Recognition Ceremony!

No Place for Hate Ally (\$100-\$249): receive a No Place for Hate pin

No Place for Hate All Star (\$250-\$499): receive a No Place for Hate pin and bracelet

No Place for Hate Advocate (\$500-\$999): receive a No Place for Hate pin, bracelet and t-shirt

No Place for Hate Ambassador (\$1000+): receive a No Place for Hate pin, bracelet and t-shirt and VIP invitation to the No Place for Hate Recognition Ceremony in spring 2016



Getting going...

1. Start strong by donating!

When you personally donate, it shows your commitment. Plus, asking people to match your gift will make your campaign take off even faster!

2. You can ask *anyone*!

Start with family, friends, co-workers and anyone else you can think of, even businesses. Ask them to share it to their friends and family too!

3. Employee matching gift program

Check if your employer will match your gift and encourage the people who support your team to see if their place of employment will match their gifts.

Three ways to generate support

1. Social media

The easiest ways to spread the word about your page are social media, email and texting.

This heightens awareness and allows you to engage with your contacts in a creative way – feel free to use videos and pictures. People love visuals!

Go to your fundraising page and click ‘share’. You can publish posts on facebook and twitter and link to your page! We encourage you to use **#NoPlaceForHateNY**.

Call out your friends! E.G. @MattSmith, will you help make New York No Place for Hate?



Help ADL New York fund our entire No Place for Hate® program for the 2015-2016 school year! No Place...

\$0 Raised

[View Supporters](#)

\$200,000 Goal

Make a Donation

Join the movement!

Share



The Anti-Defamation League was founded in 1913 "to stop the defamation of the Jewish people and to secure justice and fair treatment to all." Now the nation's premier civil rights/human relations agency, ADL fights anti-Semitism and all forms of bigotry, defends democratic ideals and protects civil rights for all.



or

Let Your Friends Know
Text **STOPHATE1** to **71777** to support my campaign

Link to Your Fundraiser Page

<http://igfn.us/vf/STOPHATE/DoppelGanger>

Login To My Page



Crowdfunding by MobileCause



We'll be sending you content throughout the campaign that you can also post on your social media accounts.

Answer questions from your friends and followers! Engage in conversations about your campaign! The more people feel involved, the more they will pull for your success. If people can't donate or become a fundraiser with you, encourage them to share to their friends and family what you're doing.

See if a business will allow you to post on their Facebook page for more exposure.

2. Texting & Email

Go to your fundraising page (see above) and click ‘share’. **You can send emails and text to friends!** Please note that to send text messages you must view the page on your phone. Click on the original confirmation email or enter the web address in your browser.

3. Phone calls

Having a conversation allows you to have a personal connection with someone. Some people need an extra push to feel connected and that's why we recommend calling your contacts.

During your conversation, answer the questions: Why this? Why now? What happens?

Why this? Talk about what ADL and No Place for Hate mean to you. What in your life drew you to ADL? Why did you decide to help ADL fundraise?

Why now? Talk about the immediate need. No Place for Hate is offered at no cost to schools. We need to make sure it stays that way! A sense of urgency lets people know why it's important to donate now.

What happens? Talk about the change that will happen when we reach our goal. Over 85 schools will receive the No Place for Hate designation, affecting thousands upon thousands of students!

Saying "Thank You"!

When people donate, you will want to thank them for their support. We ask that you do so within 24 hours. Go the extra mile and thank them with a phone call, a thank you note or a fun thank you video.

A great way to say thank you is by tagging friends that have donated in creative ways on social media. It is a chance to express yourself and your passion for No Place for Hate (except for those who have chosen to remain anonymous).