



Call to Action

Justice for Holocaust

Survivors: Property

Restitution

Social Media Toolkit

For use starting Monday, May 2, 2016

World Jewish Restitution Organization

May 2, 2016

Call to Action

My name is Jehuda Evron, and I am a Holocaust survivor.

I am asking you to take a simple step to help the effort to correct a historic wrong. I have fought for 20 years for the return of property taken by the Nazis from their Jewish victims, including from my wife's family.

I have pressed government officials in Poland – and around the globe – on behalf of Holocaust survivors, and spoken at countless meetings to tell the world our story.

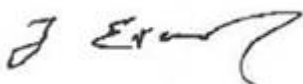
Now, I am in my 80s. Until the day I die, I will not give up. Every day, the few remaining Holocaust survivors are passing away. Sadly, many of these survivors will die in poverty, without benefiting from their property. Our struggle for justice cannot die with us.

This Yom HaShoah (Holocaust Remembrance Day), as the world remembers the Holocaust, I ask that the generations of those born after the Holocaust commit to continue the struggle that our generation started. Future generations need to continue efforts to recover what the Nazis, their allies and collaborators, as well as subsequent Communist governments, unjustly took from us and our families and from Jewish communities.

The community of nations has taken some measures toward recognizing the need for justice. In 2009, 47 countries endorsed the Terezin Declaration on Holocaust Era Assets and Related Issues. In doing so, these countries called for a fair and speedy process to file claims and receive restitution or compensation for our property, as well as for properties that belonged to the devastated Jewish communities. The Terezin Declaration also recognizes the governments' responsibility to care for needy Holocaust survivors, and to provide restitution of heirless property in order to fund this assistance, as well as Holocaust commemoration and education.

Together with the World Jewish Restitution Organization, I ask you to help in this struggle for justice and accept this Call to Action by signing this petition to the heads of state of the 47 nations that endorsed the Terezin Declaration.

In deep appreciation,



Jehuda Evron
President
Holocaust Restitution Committee

How You Can Support our Campaign

We appreciate your organization's support for the Call to Action and your willingness to engage your social networks to encourage them to be involved as well. Please use the information provided below to share information about the Call to Action and to express your support on your website and social media accounts **on or after Monday, May 2, 2016.**

If you have any questions, please contact David Feinman, WJRO Washington Representative, at +1-202-857-2757 or david.feinman@claimscon.org.

Petition



The petition we have posted on Change.org is the centerpiece of this campaign. Our goal is for as many individuals and organizations to sign this petition as possible. **Starting on May 2**, please add your organization to the Change.org petition, and encourage your membership to sign the petition as well.

- Petition link: <https://www.change.org/p/property-restitution-for-holocaust-survivors>

Website



Please include information about the Call to Action on your organization's website, and share information about the campaign with your members through your newsletters and mailing lists. In all of those postings, as well as in your social media posts, please link to the following websites:

- WJRO website: <http://wjro.org.il>
- WJRO Call to Action page: <http://wjro.org.il/call-to-action>
- Change.org petition: <https://www.change.org/p/property-restitution-for-holocaust-survivors>
- WJRO on Facebook: <http://facebook.com/worldjewishrestitutionorganization>
- WJRO on Twitter: <http://twitter.com/WJRORestitution>

- WJRO on LinkedIn: <http://www.linkedin.com/company/world-jewish-restitution-organization>

Suggested text for Website or Newsletters

- (Your organization) is supporting the World Jewish Restitution Organization in its Call to Action, Justice for Holocaust Survivors: Property Restitution. Seven decades after the Holocaust, it is time for survivors and their families to receive a small measure of justice for the theft committed against them. Join the intergenerational call for justice by visiting [WJRO's Call to Action website](#).
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Facebook



Please like WJRO on Facebook and link to WJRO's Facebook page in your posts (<http://facebook.com/worldjewishrestitutionorganization>) and use the hashtag **#HolocaustJustice** in your posts.

Also, please like and share posts by WJRO on Facebook about the Call to Action to help widen the social network seeing information about the campaign.

Sample Facebook Posts

- (Your organization) is supporting the World Jewish Restitution Organization in its Call to Action, Justice for Holocaust Survivors: Property Restitution. Seven decades after the Holocaust, it is time for survivors and their families to receive a small measure of justice for the theft committed against them. [Please join us in supporting this Call to Action and this intergenerational call for justice](#).
- Yom HaShoah, or Holocaust Remembrance Day, is an opportunity for all of us to commemorate the victims of the Holocaust, and also to seek justice on their behalf. [Join the Call to Action](#), supported by (your organization) and the World Jewish Restitution Organization, and urge European governments to provide timely and fair restitution or compensation for property confiscated during the Holocaust.
- Jehuda Evron and other Holocaust survivors have fought for decades to correct a historic wrong. Seven decades after the Holocaust, survivors and their heirs are still seeking justice for the theft of their property. [Join \(your organization\) and the World Jewish Restitution in supporting a Call to Action](#) urging

European governments to provide timely and fair restitution or compensation for property confiscated during the Holocaust.

Twitter



Please follow WJRO on Twitter (@WJRORestitution), include our Twitter handle in your tweets when possible, and use the hashtag **#HolocaustJustice** in your tweets.

Also, please retweet tweets by @WJRORestitution about the Call to Action to help widen the social network seeing information about the campaign.

Sample Tweets

- (Your organization) supports @WJRORestitution Call to Action, Justice for #Holocaust Survivors #HolocaustJustice <http://wjro.org.il/call-to-action>
 - #Holocaust survivors have waited long enough for property restitution. Join the Call to Action. #HolocaustJustice <http://wjro.org.il/call-to-action>
 - On #YomHaShoah, join the intergenerational call for justice on #Holocaust-era Property Restitution #HolocaustJustice <http://wjro.org.il/call-to-action>
 - Help to correct a historic wrong: Join the Call to Action on #Holocaust-era Property Restitution #HolocaustJustice <http://wjro.org.il/call-to-action>
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LinkedIn



Please follow WJRO on LinkedIn and link to WJRO's LinkedIn page on your posts: <http://www.linkedin.com/company/world-jewish-restitution-organization>

Also, please like and share posts by WJRO on LinkedIn about the Call to Action to help widen the social network seeing information about the campaign.

Sample LinkedIn Posts

- (Your organization) is supporting the World Jewish Restitution Organization in its Call to Action, Justice for Holocaust Survivors: Property Restitution. Seven decades after the Holocaust, it is time for survivors and their families to receive a small measure of justice for the theft committed against them. [Please join us in supporting this Call to Action and this intergenerational call for justice.](#)
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Images

The images below are being used by WJRO on our website and in our social media to promote the issue of property restitution. We received permission to use these photos from Ghetto Fighters' House Museum. Your organization is free to use them as well, but please include a proper photo credit to Ghetto Fighters' House Museum in your usage of these images.



Photo Courtesy of Ghetto Fighters' House Museum



Photo Courtesy of Ghetto Fighters' House Museum



Photo Courtesy of Ghetto Fighters' House Museum

If you have other images that you feel would be appropriate to use for this campaign, and if you have a question about whether that image should be used, please contact David Feinman (david.feinman@claimscon.org) to discuss.