

Fast of Esther Toolkit

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Overall Message & Values

Our immigration system is broken and fails to reflect our values as the Jewish community or the ideals that define America. Not only that, the unique experiences immigrant women face are often overlooked despite making up more than half of the immigrant population. The time is now to stand together with women for immigration reform that is fair to women, children, and families.

The Fast of Esther, March 13, commemorates the steadfast bravery and leadership of Queen Esther, whose advocacy saved the Jews of Persia from certain death. We Belong Together, partnering with SEIU and the Fair Immigration Reform Movement (FIRM), is leading women across the country in a month-long action between March 8 and April 9 centered around day-long fasts for immigration reform. As part of this effort, the National Council of Jewish Women is leading a fast on March 13, coinciding with the Fast of Esther, to show our commitment to achieving just, humane, and comprehensive immigration reform.

Action Ideas to Support Your Fast

We hope that you will organize actions to amplify the power of your fast. These actions should be designed to:

- Draw public attention to your fast and engage others in taking action on the issues
- Put pressure on congressional targets to act

You are welcome to use your creativity in designing your action. Here are a few ideas:

- Hold a symbolic event to launch your fast
- Hold a symbolic event to break your fast. Consider using the imagery of a table with empty

plates—or a table with full plates that fasters don't touch. Consider what it means that immigrant workers help put food on our tables and those of our elected officials while millions of these workers and their families suffer due to Congress' inaction.

- Mobilize your members/networks/supporters to call your member of Congress during your 24-hour fast, drawing attention to the fasters and demanding action
- Ask fasters to write Op-Eds, Letters to the Editor, and share blog posts with the Washington Office for the NCJW Insider Blog. Tips for Op-Eds and Letters to the Editor may be found on the NCJW website in Advocacy Resources under the Take Action tab. You can also refer to the NCJW Magnify Your Message resource kit.

In addition to these ideas, we hope that all of you will use the social media tips below to engage your networks in taking action. The social media guide includes information on the NCJW Twitter storm, Facebook images to share, hashtags, and more.

Sample Facebook Posts

- ▶ I'm fasting today in order to bring attention to the need for immigration reform that is fair to women, children, and families. Across the country, the Jewish community is participating in the Fast of Esther to speak truth to power, and we urge Congress to act now for the sake of our families, communities, and country! You can register to fast and take action here: <http://bit.ly/1o11PWx>
- ▶ Today is the Fast of Esther, a time when the Jewish community is organizing a nationwide fast to demonstrate our commitment to immigration reform that is fair to women, children, and families. Call the Capitol Switchboard at (202) 224-3121, ask to be connected to your representative's office, and let them know the time for immigration reform is now! You can register to fast and take action here: <http://bit.ly/1o11PWx>
- ▶ I support the Jewish community and those fasting as part of the Fast of Esther to bring attention to the need for immigration reform that is fair to women, children, and families! Whether you're fasting or support those who are, the time is now to speak out and urge Congress to act – for our families, community, and country! You can register to fast and take action here: <http://bit.ly/1o11PWx>

Key Hashtags, Handles, & Suggested Tweets

Overview

Social media is a great way to show that women have the courage to lead the way for

immigration reform that's fair and keeps our families together. Over the month of the Fast, We Belong Together will coordinate actions and outreach on social media for our partners and allies to create increasing buzz on social media and get our message directly to members of Congress and other influencers.

Members of Congress and their staff are overwhelmingly on Twitter -- 97% of members of Congress have a Twitter account, and they are active on it. During the hour-long State of the Union for example, members of Congress sent out 750 tweets. Congressional interest in social media provides us with a great opportunity to garner attention for our cause.

NCJW Fast of Esther Twitter Storm

- ▶ March 13, 2-3pm EST

When you tweet during the NCJW Twitter Storm, we'll share your posts! Tell us why you're fasting for immigration reform or support those who are. By using @NCJW and the below "hashtags" in your tweet, we'll be able to find your message!

Key Hashtags

#FastofEsther	#WomenTogether
#Ready4Reform	#TimeisNow
#Hungry4Reform	#Fast4Families
#ImmigrationReform	#Jews4CIR

Key Handles

@NCJW	National Council of Jewish Women
@WomenBelong	We Belong Together
@theRAC	Religious Action Center for Reform Judaism
@Fast4Families	Fast for Families Campaign

Suggested Tweets

Leading up to Twitter Storm

- ▶ Join @NCJW in the #FastofEsther 3/13! 200+ Jewish women fasting 2 demand #ImmigrationReform. Register here: <http://bit.ly/1bFAIjB>
- ▶ .@NCJW is leading Jewish women in #FastofEsther 4 #Immigrationreform, part of @WomenBelong action! Join the twitter storm 3/13 2-3pEST
- ▶ .@Fast4Families has taken country by storm. Join Jewish #FastofEsther 4 #immigrationreform w @NCJW on 3/13: <http://bit.ly/1iwYzFa>

- ▶ Speak out 4 #immigrationreform and #FastofEsther on 3/13, 2-3pEST with @NCJW & other Jews who are #hungry4reform

During Twitter Storm – 2-3pmEST on March 13

- ▶ I'm one of the #WomenTogether participating in the #FastofEsther 4 #immigrationreform w/ @NCJW & @WomenBelong
- ▶ I'm #hungry4reform that is fair 2 women, children & families. Today is the #FastofEsther, and I urge Congress 2 pass #immigrationreform!
- ▶ The #FastofEsther & #WomenTogether R here 2 urge Congress 2 pass #immigrationreform fair 2 women, children & families! @NCJW @WomenBelong
- ▶ The #FastofEsther is abt speaking truth 2 power, & #WomenTogether R fasting 4 #immigrationreform. Join @NCJW @WomenBelong & more!

Medical Information for Potential Fasters

If you have a medical condition or take medication that might be impacted by going without food for 24-hours, please check with your health-care professional to find out if you are able to fast.