



## Marketing, Co-Sponsorship, Partnership and Granting Content Guidelines

*Consistent with [our mission](#), the Jewish Federation of Greater Seattle's core values include an abiding commitment to a secure Jewish community here and abroad, to the strong democratic Jewish State of Israel and to mutual respect and diversity within Jewish life. The Federation and our community are well-served by fostering diverse expressions throughout our cultural, educational, religious, social service and community relations institutions, and by promoting a strong commitment to civil discourse.*

### Definitions:

#### 1. Marketing

- a. This can involve Federation marketing events on the:
  - i. [Community calendar](#);
  - ii. In weekly, community-wide eblasts;
  - iii. In smaller, subject specific newsletters or webpages, (*discretion is given to each department to determine what is subject-matter appropriate*) such as Newcomers, PJ Library, Young Adults, Government Affairs, Israel and World Jewry and more.

#### 2. Event Co-sponsorship

- a. Federation may contribute resources (either financial or staff time) and/or Federation logo is used on marketing materials for this event;
- b. Federation has little or no editorial rights over event content or other co-sponsors or partners.

#### 3. Event Partnership

- a. Involves use of Federation logo, Federation contributing staff time and possibly financial resources;
- b. Federation participates in planning (logistics and/or content) from the ground level;
- c. Federation has editorial privileges on event content and other partners or co-sponsors involved.

#### 4. Granting

- a. The Federation makes grants through its [Special Initiatives Fund](#) and the three main programs within: Ignition Grants, Women's Endowment Fund Grants, and Small Agency Sustainability Grants;

- b. The Federation also makes Emergency Capital Loans to Western WA Jewish Organizations.

***The guidelines below create a base policy governing Federation Marketing, Co-Sponsorship, Partnership and Granting. Additional guidelines may apply to specific programs, grants and events. Please [consult with the department lead](#) of a specific program, grant or event for complete guidelines as needed.***

**These following types programming are generally in accordance with our policy:**

1. Panel discussions, speaker series, cultural presentations, or educational programs portraying a range of diverse perspectives that are consistent with Federation's mission;
2. Participation in broad-based community coalitions on non-Israel issues provided that the coalitions do not become vehicles for undermining the legitimacy of Israel;
3. Artistic presentations (displays, exhibits, films, etc) that may include critical perspectives of Jewish life or Israel but that are consistent with Federation's core values;
4. Presentations by organizations or individuals that are supportive of Israel's right to exist as a secure, independent, Jewish, democratic state but may be critical of particular Israeli government policies;
5. Dialogue groups (i.e. non-public exchanges);
6. Private meetings.

**The Federation will not market, co-sponsor, partner or grant to events, programs or organizations that:**

1. Endorse or promote anti-Semitism, other forms of bigotry, violence, terrorism or other extremist views;
2. Seek to proselytize Jews away from Judaism;
3. Advocate for, endorse or promote the illegitimacy of Israel as a secure, independent, democratic, and Jewish state, including, though not limited to, participation in the Boycott, Divestment and Sanctions Movement (BDS);
4. Promote, advocate or endorse a solution to the Israeli-Palestinian conflict which is not based on direct negotiations between the two parties.

***This policy is not intended to discourage presentation by others of a wide range of perspectives aimed at appealing to a broad cross section of the community. The Jewish Federation reserves the right to reject any programming if deemed to not be in accordance with our mission and values. Organizations seeking Federation co-sponsorship, partnership, marketing or granting are strongly encouraged to consult with the Federation in advance to see if they are consistent with our policy.***