

Sample E-mail for #WeRemember Campaign

Subject Line: #WeRemember the Holocaust

#WeRemember is the global campaign to ensure the tragedy of the Holocaust is never forgotten. This campaign uses social media to spread knowledge and awareness of the Holocaust, while passing its lessons to younger generations. #WeRemember runs until International Holocaust Remembrance Day on January 27th. Ready to get involved? Here's how!

1. Print the attached sign.
2. Take a photo.
3. Upload the photo on social media with the hashtag #WeRemember and tag @cijainfo and @WorldJewishCong. Below are a few caption ideas for your post:
 - Today, #WeRemember the Holocaust so the world will learn history's greatest tragedy. @cijainfo @WorldJewishCong
 - #WeRemember the Holocaust to make the world a safer and more secure place for ALL people. @cijainfo @WorldJewishCong
 - On International Holocaust Remembrance Day #WeRemember. @cijainfo @WorldJewishCong

All photos are then projected for 72 hours on the grounds of the Auschwitz Birkenau concentration camp, and subsequently live-streamed via Facebook LIVE, YouTube, and Twitter.

The success of this campaign relies on you. Participate today!