

# A Guide for Building Your Jewish ERG



For direct support email:  
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# 1

## CLARIFY THE PROCESS TO ESTABLISH AN ERG

Each organization has unique parameters. Start by understanding exactly what internal conditions must be met to establish your ERG.

# 2

## DEFINE HOW THIS ERG SHOULD BE UNDERSTOOD

Most people misdefine Jews as just a religious group & don't understand who & what Jews are (a people, nation, an ethnic group). Your ERG should be set up for the Jewish people, regardless of their religious observance. It should be part of ethnic & demographic groups. This is critical to help people understand & address antisemitism.

# 3

## CREATE A VALUES ALIGNED MISSION STATEMENT & DEFINE WHAT YOU WANT TO DO

The ERG mission should align with your organization's values & clearly outline the type of community you want to build & what programming you hope to provide.

# 4

## ESTABLISH A LEADERSHIP STRUCTURE THAT SUPPORTS THE MISSION

What will you need to successfully build the community you hope to build in the way you hope to build it?

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**5** **OUTLINE YOUR BUSINESS CASE**

How does establishing this ERG support the organization? Consider the impact of inclusion, connection, & psychological safety on retention & workplace satisfaction (& thus productivity).

**6** **BUILD A VIRTUAL CONNECTION SPACE**

Set up a channel where people who want to be part of this community can interact virtually. This can include Jews and allies.

**7** **BEGIN INVITING PEOPLE TO JOIN TO DEMONSTRATE NEED AND INTEREST**

Many organizations want to see enough interest among employees before sponsoring an ERG. Consider co-sponsoring events with other ERGs to build awareness.

**8** **LEVERAGE OUTSIDE SUPPORT TO HELP YOU NAVIGATE TRICKY INTERNAL DISCUSSIONS**

Since Jewish identity is often misunderstood, so is antisemitism, & the way our community fits into the goals of DEI. There maybe other internal concerns that must be navigated. We're here to help.