

# Holocaust Survivor Day Planning & Promotion Guide

June 4<sup>th</sup>

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To learn more, visit the [website](#) or contact [holocaustsurvivorday@jcckrakow.org](mailto:holocaustsurvivorday@jcckrakow.org)

## Purpose

Holocaust Survivor Day is a day to celebrate the **bravery, sacrifices, and lives** of survivors.

We believe that Holocaust Survivors are our teachers, but the responsibility of passing on the legacy of their testimonies lies with all of us.

Every year, on **June 4th**, organizations from around the world will come together to celebrate survivors. Each organization and community will hold their own events locally, but together, we will celebrate those who survived.

**Vision.** We believe in a world in which every Holocaust survivor knows that they are deeply respected, cherished, and loved for contributing to their families, communities, and the world at large.

**Mission.** Holocaust Survivor Day calls on people everywhere to celebrate survivors' lives, thank survivors for their contributions and their lessons, and respond to help survivors who are in need today.

**Impact.** Survivors are models of courage and resilience. Holocaust Survivor Day is an opportunity to honor survivors, while learning from their lives and the examples they have set for generations to come.

**Context.** International Holocaust Remembrance Day and Yom HaShoah are essential to honoring the memory of all people and Jewish life killed and forever scarred by the Holocaust. Holocaust Survivor Day is about celebrating the survivors and everything they continue to teach us.

## Get Involved

- To sign your organization up to celebrate this day, [click here](#).
- For ideas on events and other community activations, see the section on [Program Ideas](#).
- To speak about and promote your events, see the section on [Branding](#).



## Program Ideas

Events will take place on or around June 4th.

Federations, museums, synagogues, schools, Jewish Community Centers, and Jewish human service agencies can begin planning events for Holocaust Survivor Day.

The following ideas from communities may be helpful to get started.

1. Luncheon for Holocaust Survivors
2. Volunteer event to support Holocaust Survivors
3. Card making event in partnership with a Jewish human service agency
4. Cooking event - make a meal with a Holocaust Survivor
5. Volunteer Delivery - gift baskets or friendly greetings to Holocaust Survivors
6. Proclamation from the Mayor or City Council to honor Holocaust Survivors and Holocaust Survivor Day
7. Art workshop with Holocaust Survivors
8. Photography workshops with Holocaust Survivors
9. Picnic
10. Senior Prom for Holocaust Survivors

Prior Holocaust Survivor Day events have been held in Israel, Krakow, Cleveland, Palm Beach, Las Vegas, Philadelphia, Chicago, Atlanta, and New York, among other places.



## Branding

### General Brand

# Holocaust Survivor Day June 4

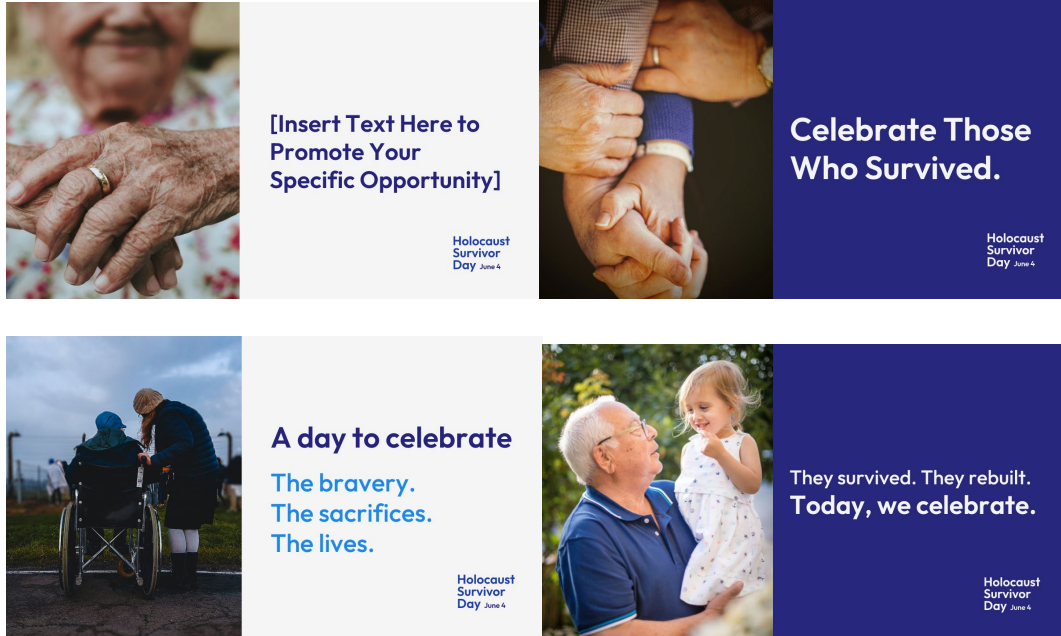
## Celebrate Survivors

Find the style guide and download links, [here](#).

Find curated and usable photos, [here](#).

### Social Posts

We have created social media assets for posts and stories across various platforms. Use #HolocaustSurvivorDay in your posts!



Download the post [here](#)

To customize these posts for your own efforts, use these templates:

[Story size](#) | [Twitter\(X\)/Facebook size](#) | [Instagram size](#)



## Web Banners



Download the post [here](#)

To customize these banners for your own efforts, use these templates.

[Large\(1040x596px\)](#) | [Small\(600x200px\)](#)

