

Dear Repair the World stakeholders,

I'm pleased to share that Repair the World's second [Turn the Tables](#) national campaign is now underway. The new campaign is tied to Passover and will focus on the issues of gentrification and neighborhood change. We had a great deal of momentum around our MLK Day Campaign, and this campaign allows us to continue to grow the Turn the Tables brand and connect it to the important work Repair is doing in our communities.

Many of you have asked how you can get involved in promoting the campaign...there's a lot of info here, but we wanted to make it as easy as possible for you to take action.

At a minimum, I hope you'll join me in doing these two things:

1. **Spread the word.** Engage your network(s) in the campaign. (sample messaging, tweets and facebook posts can be found below)
2. **Host a discussion and/or take action.** Consider leading a conversation at your Passover seder (or another dinner in April) and/or taking action through weekly challenges that will follow the Passover kick-off.

ABOUT THE CAMPAIGN

The official site, [turn-the-tables.org](#) has it all. Here are the basics: Just as we ask ourselves tough questions at the beginning of the Passover seder, Repair the World's Turn the Tables campaigns get us talking and taking action about complex issues that affect our communities. The Passover campaign is about gentrification – the ways that economic, demographic and social changes affect residents of our neighborhoods. Through dynamic discussions and meaningful action, Repair believes that individuals can come together to build more resilient and inclusive communities.

HERE'S HOW YOU CAN HELP...

SPREAD THE WORD: First, take the [poll](#). Then, spread the word about this campaign via your social media. **Please reshare the Facebook post about the campaign, which can be found on Repair's FB page [here](#).** If you would like to use a different message than the one we have on Facebook, please use the materials at the bottom of this message or in our promotional toolkit, [here](#).

LEAD A SEDER SUPPLEMENT OR HOST A DINNER: Turn the Tables dinners can happen any night throughout the month of April. A discussion at your Passover seder is a great way to make it happen. Repair will provide conversation guides to all those signed up as leaders during the week of March 23. The first 100 dinner hosts will be eligible to receive \$50 toward the cost of their dinner. **Get started [here](#)!**

TAKE ACTION: Ensuring that our communities are inclusive for everyone as they transform requires more than sustained policy work and institutional change. **Each of us contributes to how our communities feel and operate and we can all work to be better neighbors.** To take some concrete steps, between Passover and Lag B'omer, a holiday that's celebrated 33 days after the first day of Passover, join us in a weekly Turn the Tables challenge that will get you involved in your neighborhood and with your neighbors in new ways. We will release a challenge each week between Passover and Lag B'omer beginning on April 6. **Sign up to receive the challenges [here](#).**

Thank you in advance for participating in and promoting the campaign. Please be in touch with Danielle Kirshenblat at danielle.kirshenblat@werepair.org with any questions.

SAMPLE TWITTER POSTS

How is gentrification impacting your community? #TurntheTables with @repairtheworld this #Passover. <http://turn-the-tables.org/>

What does being a neighbor mean to you? #TurntheTables this Passover to build more inclusive & resilient communities. <http://turn-the-tables.org/>

SAMPLE FACEBOOK POSTS

#TurntheTables seeks to raise complex issues that challenge our vision of a just society. This Passover, we want to know how gentrification is impacting your community. We need your voice at the table. <http://turn-the-tables.org/>

This Passover, #TurntheTables is providing a platform for discussion and service-based action around changing neighborhoods. Join @RepairtheWorld to examine our relationships with the places we live. We need your voice at the table. <http://turn-the-tables.org/>

SHAREABLE IMAGE FOUND [HERE](#).