Repair the World

Core Messaging Guide

2026 - 2027

Mission

Repair the World mobilizes Jews and their communities to take action to pursue a just world, igniting a lifelong commitment to service.

Purpose

We believe service in support of social change is vital to a flourishing Jewish community and an inspired Jewish life.

Impact

We have inspired and catalyzed over 1 million acts of service to repair the world.

Vision

Our vision is flourishing Jewish communities that serve in pursuit of a just world.



Volunteers pack meal kits for those in need.



Volunteer tends to and beautifies a local community garden.



Volunteers pack fresh produce to distribute to neighbors in need.

Repair the World

Who is Repair the World?

Elevator Pitch

Repair the World is the Jewish service movement. **Volunteering creates vibrant Jewish communities**, hope, and a better world. We connect Jews and their neighbors to volunteer opportunities that **always include meaningful Jewish learning**. You can volunteer with us in cities across the country, and we partner with major Jewish organizations—like Hillels, JCCs, and Federations—to bring Jewish service to people all over the world.

Core Messages

We're the Jewish service movement. Service is how we express our Judaism, strengthening communities and addressing urgent needs.

We create joyful Jewish experiences through service and learning. Volunteering connects young adults with Jewish life, building purpose, community, and belonging.

We meet pressing needs through service. We tackle issues like food insecurity, homelessness, and educational inequity, partnering with nonprofits to make a difference.

We bring hope in times of brokenness. Service offers healing and a path forward in moments of crisis, providing support when it is needed most.

We bridge divides through service. We unite Jews and their neighbors from different backgrounds to build understanding and common ground.

Repair by the Numbers in 2026

170,000+ participants contributed **200,000+** acts of service and learning

770,000+ services were delivered by our volunteers in FY26, from meals served to care kits packed, spaces beautified, and students supported

380,000+ hours of service volunteered in FY26, equivalent to nearly **$14 million** in volunteer time

1,000+ partner organizations collaborating with us locally and nationaly

One million acts of service and learning by 2030

Our Brand Personality

Urgent: We tackle today's pressing needs—like food insecurity and homelessness—through service, empowering people to take action and connect with Jewish values.

Welcoming: We make it easy for everyone, no matter where they are in their Jewish journey, to volunteer, show up, and feel a sense of belonging.

Joyful: Volunteering with us is fun! It's about making a real impact while building meaningful connections with your peers united by a shared purpose.

Collaborative: We partner with neighbors and nonprofits to meet urgent needs, building lasting relationships and driving impactful change.

Hopeful: In times of uncertainty, we remain hopeful. We believe that through our actions—big or small—we can heal divisions, repair what is broken, and create a brighter future for all.

Repair the World

Ways to Talk about Repair the World

Sample Quotes to Support Repair Storytelling

We've outlined key audiences **participants** ● **partners** ● **donors** ● *and brand personality traits to clarify how we communicate Repair the World's impact and ensure an authentic and compelling story about the work we're doing and the people we're reaching.*

We're the Jewish service movement. Service is how we express our Judaism, strengthening communities and addressing urgent needs.

*We lean into **hopeful**, **urgent**, and **collaborative** messaging:*

- "Service is an act of agency and hope. By volunteering, you join a movement that repairs the world, showing up for your community, and living your Jewish values."
- "By supporting Repair the World, you enable young Jews to engage with today's most pressing community needs—whether food insecurity, homelessness, or educational inequity—while strengthening their Jewish identities."
- "We tackle pressing community needs–from food insecurity to homelessness–while offering meaningful Jewish experiences that challenge young Jews to grapple with Jewish wisdom that shape how they see the world. Your support ensures that young Jews can live their Jewish values by making an impact through service."
- "Our approach includes four key components: hands-on service in partnership with the community, Jewish learning, issue-area education, and reflection."
- "With your support and partnership, we work with nonprofits to address pressing needs in our communities and strengthen Jewish engagement."

We create joyful Jewish experiences through service and learning. Volunteering connects young adults with Jewish life, building purpose, community, and belonging.

*We lean into **welcoming**, **joyful**, and **collaborative** messaging:*

- "Imagine if every Jewish American regularly volunteered. By volunteering and learning with our friends and neighbors, we're building a more vibrant Jewish community, making a real impact, and inspiring the next generation of Jewish leaders—engaging young Jews who aren't otherwise involved in Jewish life."
- "Volunteering with us is fun! Whether you're new to volunteering or a seasoned pro, service is a way to make a real impact, connect with like-minded people, and connect with your Judaism."
- "Service is a core Jewish value and a powerful practice—caring for the stranger is the most repeated instruction in the Torah. By pairing service with Jewish learning, we create entry points to Jewish life, deepening connection and reflection."
- "Together, we create lasting impact. By partnering with us, you foster Jewish engagement through service, address urgent community needs, and build stronger communities - providing onramps to Jewish life and deepening the volunteer experience with Jewish learning."
- "Exploring ancient and modern Jewish wisdom about life's most challenging questions leads to understanding and pride in our Jewish roots, and lets us engage more fully in Jewish life."

Repair the World

Ways to Talk about Repair the World

Ideal for participants partners donors

We meet pressing needs through service. We tackle issues like food insecurity, homelessness, and educational inequity, partnering with nonprofits to make a difference.

*We lean into **collaborative**, **hopeful**, and **urgent** messaging:*

- "Together, we can make a real difference. By partnering with local organizations, we address urgent needs, and fuel social change. Every volunteer experiences hands-on service, Jewish learning, issue-area education, and reflection fostering Jewish engagement."
- "Your investment creates opportunities for Jewish volunteers to bring hope to communities facing crisis and uncertainty—whether serving meals, packing hygiene kits, or tutoring students, your support makes real change possible."
- "Through the Jewish service movement, you address urgent needs in your community—serving meals, packing hygiene kits, and tutoring students—while fostering deep Jewish engagement for volunteers."

We bring hope in times of brokenness. Service offers healing and a path forward in moments of crisis, providing support when it is needed most.

*We lean into **hopeful**, **collaborative**, and **urgent** messaging:*

- "Since October 7, Repair the World participation has doubled; young Jews are looking to engage in a proud and purposeful Jewish community. Your support creates Jewish spaces of hope and healing. In challenging moments, when it's hard to know where to start, service can be a powerful way to take action."
- "We are combating antisemitism while also meeting the needs of our communities. Jewish service empowers us to extend ourselves to other communities while we are grounded in our own."
- "In uncertain times, service is a powerful act of hope. We know from decades of research that service promotes a sense of well-being for volunteers, and your investment inspires a new generation of Jews who believe they can make a meaningful impact, building a brighter future grounded in Jewish values."
- "Together, we can make Jewish service a powerful act of hope, offering communities support and partnership, guided by our shared commitment to repair the world and build the future we envision."
- "In challenging moments, service is a way to live the Jewish value of repairing the world, *tikkun olam*. By coming together, we create real change, bring hope, and live our Jewish values."

Repair the World

Ways to Talk about Repair the World

Ideal for **participants** **partners** **donors**

We bridge divides through service. We unite Jews and their neighbors from different backgrounds to build understanding and common ground.

*We lean into **collaborative**, **welcoming**, and **urgent** messaging:*

- "Volunteering connects you with people from different backgrounds, creating a shared sense of purpose and healing in a polarized world."
- "Through Jewish service, we bridge divides, create connections, and make a meaningful impact alongside our neighbors. About a quarter of our participants aren't Jewish, and the nonprofits we support serve diverse communities."
- "By serving side-by-side with our neighbors and peers, we bridge divides—highlighting shared values and encouraging understanding. Through Jewish service, we unite people from all backgrounds in repairing the world."
- "Your support bridges divides and brings hope. We combat hate and antisemitism through service and learning, building shared purpose, understanding, and stronger connections in our communities."
- "Through Jewish service we form bonds between Jewish and community partners. These relationships combat hate and antisemitism, with shared learning and growth."

How Can You Get Involved?

Whether you're a **participant**, **partner**, or **donor**, there are many ways to join our movement:

- Serve with us in one of our nine communities or with a partner across the country.
- Deepen your experience through an immersive service and learning opportunity, such as our Service Corps or Bridge Building Fellowship.
- **Join our network** of **500+** Jewish Service Ambassadors leading service programs year-round.
- Become part of the Jewish Service Alliance, a network that mobilizes tens of thousands of participants annually in impactful Jewish service.
- For **Partners** & **Donors:** Your support strengthens these initiatives and makes a lasting difference. Whether you're funding a local program or partnering to expand our reach, your involvement powers our mission to repair the world through service, including:
  - Engaging **500+** part-time service corps members across nine communities.
  - Partnering with Hillels on **80+** campuses to bring service and learning to university students.
  - Training JCC, Federation, and other professionals to integrate Jewish service into their programming.
  - Equipping Mem Global residents to lead service programs each month.