

Campaign Overview

What is #ShineTheLight?

#ShineTheLight is a coordinated act of remembrance that brings communities together to mark and remember Kristallnacht and make remembrance visible.

On November 9, 2026, ASHER and The Jewish Agency for Israel (JAFI) invite community centers, federations, congregations, schools, organizations, families, and individuals to take part.

A light cannot change what happened in 1938, but it can make remembrance visible. Together, we can carry memory and its lessons forward.

Why November 9?

Kristallnacht was a series of Nazi-orchestrated pogroms against Jewish communities in Nazi Germany and its annexed territories on November 9–10, 1938.

On November 9, we mark and remember.

Campaign Guidance + Talking Points

Use these talking points to help share the #ShineTheLight story with your community.



November 9 is a moment to mark and remember.



A light makes remembrance visible.



Every community can participate.



Together, we can carry memory and its lessons forward.

Kristallnacht Facts to Share

Kristallnacht was a series of Nazi-orchestrated pogroms against Jewish communities in Nazi Germany and its annexed territories on November 9–10, 1938.

1,400+

synagogues were destroyed

THOUSANDS

Jewish-owned businesses were vandalized

ABOUT 30,000

Jewish men were arrested and sent to concentration camps

Together, We #ShineTheLight

#ShineTheLight brings together ASHER and The Jewish Agency for Israel (JAFI) with participating organizations and communities to create one coordinated act of remembrance.

As a #ShineTheLight partner, you can help bring the campaign to your community:

- Share #ShineTheLight across your network
- Invite your community to participate
- Use and distribute campaign materials
- Create a local moment of remembrance
- Encourage families and individuals to participate from home
- Share photos, stories, and reflections with #ShineTheLight

Make it meaningful for your community.

There is no single way to participate. Use the campaign resources in the way that works best for your organization and the people you serve.

PARTNER GUIDE

9 November 2026

The Road to November 9



HOW TO PARTICIPATE

A SIMPLE ACT. A LASTING IMPACT.

On November 9, join communities across the country in making remembrance visible.



INVITE
Ask someone else to join you.



LIGHT
Turn on a light.



REMEMBER
Share why you remember.



TAG
Post with #ShineTheLight

SHARE YOUR #SHINETHELIGHT MOMENT

Sharing your #ShineTheLight moment can be simple. Share a photo of your light, add why you remember, and use #ShineTheLight so your post becomes part of the larger campaign.

WHAT MAKES A #SHINETHELIGHT POST

1

SHOW YOUR LIGHT
Share a photo or video of your light or community moment.

2

SHARE WHY YOU REMEMBER
Add a reflection, story, person, tradition, or lesson you want to carry forward.

3

INVITE OTHERS
Encourage your community to take part.

4

TAG #SHINETHELIGHT
Use #ShineTheLight so your post can become part of the larger campaign.



MAKE IT YOUR OWN

Your post does not need to look exactly like the example. A photograph, short reflection, story, video, or community moment can all help make remembrance visible.

The important part is simple:

Invite. Light. Remember. Tag.

Share the Impact

After November 9, we want to celebrate what we accomplished together. We'll invite partners to share whatever highlights and results are available, such as:



PARTICIPATION

- People who participated
- Number of participants, if available



PLACES

- Locations or local activations
- Communities represented



REACH

- Public posts using #ShineTheLight
- Social reach or engagement, if available



STORIES

- Photos and videos
- Participant stories or reflections
- Community highlights
- Links to public social posts



Share what you have.

You do not need to provide every measure. We'll bring partner results together to capture the collective reach and impact of #ShineTheLight and share the campaign's overall results back with participating partners.