



1 million Bells Action Kit



Ring to Remember
to Return
to Reclaim

**SUNDAY, JANUARY 14, 2024
4PM IN JERUSALEM**

9 AM NEW YORK **3 PM** BERLIN **7.30 PM** DELHI **10 PM** BEIJING

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Welcome to the Global Solidarity Bell Ringing Event!

This action kit will assist you in mobilizing community members, family and friends to ring bells on the 14th of January 2024 at the time corresponding to your time zone.

1. Template of onboarding email messages
2. Script of a phone conversation with local church leaders
3. Script of a phone conversation with local Fire station manager
4. Suggested hashtags for social media
5. Template for a press release

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1. Email Text for Engaging Community Members:

Subject: Join an Extraordinary Global Event of 1,000,000 Bells

Body: Hi [name],

On January 14th, 2024, an unprecedented global event will occur, marking 100 days since the October 7th attacks of the Hamas terrorist organization on humanity. At least 1 million bells worldwide will ring, each one a call for an end to terror, antisemitism, and bigotry, for the return of the hostages and to remember those who lost their lives or got injured.

As a community member and lay leader I invite you to be part of this exceptional moment.

How You Can Participate:

- You are serving an institution with bells (churches, schools, fire stations, etc.). Please ensure ringing that bell on the corresponding time your zone: 9am Washington, 3pm Berlin, 4pm Jerusalem, 10pm Manila.
- Ring and let the world know: upload videos and pictures of the bell ringing to your social media.
- your own bell on the event's site: 1000000bells.org .
- Encourage others to join this global chorus.
- Spread the word within your community, family, and friends.

Why It Matters: Your voice and actions can make a real difference. By participating, you're not just ringing a bell; you're amplifying a global message of unity, remembrance, and the urgent need for a world free from hatred.

Together, we can make this event resonate with the hopes of millions around the world. It is going to be a Guinness World Record!

Thank you for considering being part of this global solidarity. Your participation is more than an act; it's a stand for the values we all cherish.

Best regards, [Your Name] [Your Organization]

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2. Script for a Telephone Conversation with Church Bell Ringers

Introduction:

- "Good [morning/afternoon/evening], my name is [Your Name], and I'm calling from [Your Organization]. May I speak with the person responsible for the church's bell ringing?"

Purpose:

- "I'm calling about a unique global event happening on January 14th, 2024, where millions of bells worldwide will ring to mark 100 days since the tragic events of October 7th. We aim to stand in solidarity against terrorism, antisemitism, and promote a world of humanity. Your participation would significantly amplify our collective voice."

Action:

- "We're asking your church to join us by ringing your bells for 60 seconds at exactly 10 am New York time. This symbolic act will be part of a global chorus of bells, each one representing a voice against hate and a call for humanity and solidarity."

Impact:

- "Your participation will not only honor the victims and their families but also demonstrate the power of community and the strength of our shared values. It's a chance to be part of a historic moment of global action."

Closing:

- "Can we count on your church to join us in this meaningful event? We will provide all the necessary information and support you might need. Thank you for considering being a voice in this powerful movement."



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3. Script for Engaging Fire Station Managers

Introduction:

- "Hello, this is [Your Name] from [Your Organization]. May I speak with the manager or the person in charge of the station's ceremonial activities?"

Purpose:

- "We are organizing a momentous event on January 14th, 2024, where bells across the globe will ring in unison to commemorate the victims of the October 7th attacks in Israel and to stand against terrorism and hatred. We believe the fire station's participation would be incredibly impactful, representing the strength and resilience of our emergency services and the sanctity of human lives."

Action:

- "We're inviting your station to ring your bell for 60 seconds at the designated time alongside countless other institutions and fire stations worldwide. This act of unity will send a powerful message of solidarity and hope. There will be massive media coverage and if you upload your photos to your social media they will reach millions around the world".

Impact:

- "Your involvement will not only honor those affected by the attacks but also show the community's united front against violence and intolerance. It's an opportunity to showcase the fire station's commitment to not just saving lives but also fostering a safer, more inclusive world."

Closing:

- "Can we count on your department to stand with us? We will provide all the details and support needed to make your participation seamless and meaningful. Your voice in this is crucial."



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4. Hashtags

#Bells 100days

#GlobalBellsRinging

#RingAgainstTerror

#Bells7October

#Ring100days

#EchoesOfHope2024

#1MBells

#1,000,000Rings

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5. Template of a Press Release

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FOR IMMEDIATE RELEASE

[City, Date] 1,000,000 Bells Ring to Mark 100 Days Since Hamas Atrocities on 7 October

In a powerful display of global unity, at least 1 million bells will ring worldwide on Sunday, January 14, 2024, at 10 am (New York) / 11 am (Berlin) / 12 noon (Jerusalem) / 10 pm (Manila). This event marks 100 days since the October 7th attack of Hamas terrorist organization massacre of 1200 civilians - Israelis and nationals of 41 other countries - including infants, children, young women, elderly women, and men.

It is a collective stand against terrorism, antisemitism, and the taking of hostages. The [your organization] is proud to participate and support this meaningful occasion.

A Unified Chorus Against Hatred: At the designated time, bells from churches, fire stations, schools, and public buildings in [Your City] and around the world will ring for 60 seconds. Each ring is a tribute to the victims and a resounding call for a future without terror, bigotry, and racism.

1 million Bells partners have been actively reaching out to institutions and individuals across five continents to join this global solidarity. We believe that diverse community voices are vital in this global chorus. Among the organizations leading the initiative are **Center for Jewish Impact, United Nations for Israel, World Zionist Organization, Faith organizations from around the world, Student Activists' groups, Impact for Healthy Future and municipalities.**

Dr. Inon Schenker, a global health specialist and social entrepreneur is the creator of the initiative: "This event is a testament to what we can achieve when we come together in solidarity and resilience. It's a moment to reflect on the strength that lies in unity and the bright future we're building together. Our collective sound is not just a remembrance, but a powerful call to action for a world where freedom and safety are rights enjoyed by all. Join us as we ring in a new era of hope and human dignity."

[Your organization representative full name, your country]: "As we unite to ring bells across the globe on January 14th, each chime resonates with the hope of returning hostages to their loved ones, and the aspiration of reclaiming a world free from terror, antisemitism and racism. When you stand with Israel, you are on the side of humanity, freedom, democracy and strength".

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Media Invitation: We invite all local media to cover this event. There will be opportunities to:

- Interview participants and organizers before and after the event.
- Capture the moment as local bells join the global chorus.
- Share stories of local impact and the significance of this global stand.

For More Information: For further details, to arrange interviews, or to cover the event, please contact:
[Name] [Position] [Contact Information]

Together, we can make this not just an event, but a turning point towards a more resilient, determined, peaceful world. Join us in ringing for a future defined by hope, not fear.

For further information and advice, you can contact:

Dr. Inon Schenker at: 1mbells@operation-ab.org

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