



SEYMOUR D. REICH

B'NAI B'RITH INTERNATIONAL

OFFICE OF THE PRESIDENT

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Dear Mom and Dad,

I met this guy on campus a few days ago who asked me a lot of questions about being Jewish. We got into a real heavy conversation about Israel, the PLO, Judaism and my religious beliefs. He wasn't trying to convert me or anything (I think) but he really frightened me. For two hours he and his roommate talked and asked me questions. I couldn't even talk. I got scared when I started to see his side of the issues. And right now, I'm really confused.....

Dear Friend of B'nai B'rith:

What would you do if you received a letter like this?

Every day we are subjected to a deluge of anti-semitic propaganda and even more alarming is the fact that much of this propaganda is directed at the most impressionable of all possible groups -- our young students on college campuses across America.

It is not the same brand of anti-semitism we faced when we were in school. This is a deliberate and well-organized campaign to undermine the basic beliefs and values of our young people -- our children and grandchildren.

[The Arab presence on the college campus is poisoning the minds of our young people.

But it goes deeper than that. Harvard University demographers predict that by the year 2025 -- only 37 years from now -- there will be LESS THAN ONE MILLION Jews left in America.

Half of our Jewish families have never even been in a synagogue, or for that matter, have never joined a Jewish organization of

any kind. Over 40% of young adults involved in cult groups on college campuses are Jewish by birth. And two out of five Jewish children receive no Bar or Bat Mitzvah.

But the question that requires an answer is, "what would you do if you received a letter such as the one above?"

Where would you turn for help?

Fortunately there is another presence on campuses throughout America -- a strong presence that not only answers the pressing questions raised by our sometimes confused and often uninformed young people, but also a presence that involves and educates students in the traditions of Judaism.

That presence is B'nai B'rith Hillel!

On our college campuses the B'nai B'rith Hillel Foundations are the focal point of Jewish interest. And there are over 400 college campuses served by B'nai B'rith Hillel today.

And while Arab money is pouring into college campuses all over the United States, B'nai B'rith Hillel is there to combat the attack upon Jewish tradition and culture.

While cults and cultists are lurking around every corner, B'nai B'rith Hillel is there to battle against the very real threats to Judaism.

The dream of Judaism is in danger. Make no mistake about it. You and I are faced with that reality. And I am writing to you today to ask you -- indeed urge you -- to continue to help me in the fight against the forces that would destroy our Jewish heritage. I am writing to you not only in my capacity as President of B'nai B'rith International, but as one American Jew to another. We must join forces and attack the evil. We must support and defend the real HOPE of the Jewish people -- OUR CHILDREN, OUR YOUTH.

The Arabs know that to be true, as evidenced by their activity on our college campuses. Cultists know that to be true and it's no accident. The best way to effect change in any culture or any religion is to attack the forming minds of that culture, its youth.

B'nai B'rith Hillel has not lost sight of the key to the future. The future of our people has always been and will always be in its children, and B'nai B'rith understands that!

Through its youth programs, B'nai B'rith Youth Organization (BBYO) and B'nai B'rith Hillel, B'nai B'rith shows our young people the importance of being Jewish. It shows them that being Jewish is something to celebrate, to learn about, to share and to cherish.

One-hundred and forty-five years ago the dream of B'nai B'rith in its beginnings, was to promote Jewish survival, to enhance Jewish culture and to advance the contributions of the Jewish people to all humanity. That dream and the commitment to fulfill it has never been more important to the future of Judaism than it is right now!

And B'nai B'rith has not forgotten the commitment.

The college campus may just be the last chance for us to reach our Jewish youth in their moment of decision!

Perhaps the best way to show just how important the B'nai B'rith Hillel presence on campus has become, is to share with you the comments of Jonathan, a sophomore at San Francisco State University. Some of his friends are Jewish, most are not. A few months ago he came to a Hillel House program called "Mindbusters" -- all about cults.

"After the program on cults, I realized that this person on campus who has been trying to get me to come to 'a very special dinner' is probably a cult member. And after I went to services at Hillel and to a Shabbat dinner, I realized that I suddenly felt very positive about being Jewish. I feel like I now belong, I feel very comfortable with the kids at Hillel."

There is a great comfort, a good feeling when you hear Jonathan's comments. But there are so many more impressionable Jewish college students to help. And B'nai B'rith Hillel must continue to respond to their needs.

Our commitment to Jewish youth is enormous. We must be sure that the right responses are there for our young people when they reach the point of decision in their lives.

-- Not at select times, but ALL the time!

Earlier in my letter I said that B'nai B'rith understands. B'nai B'rith Hillel Foundations are responsive to the needs and demands of today's Jewish youth. And they respond strongly to the forces that would destroy Jewish life.

IN FACT, IT IS A TASK ON WHICH B'NAI B'RITH, LIKE NO OTHER JEWISH ORGANIZATION IN MODERN TIMES, HAS STAKED ITS NAME, ITS RESOURCES AND ITS FUTURE.

But the increased costs of providing essential services for our young people, the greater complexities of life in the 80's and above all, the danger to the future of Judaism in America are the realities of today's world that severely strain our resources. And therefore we are reaching out for help from our friends in the Jewish community - friends who care about Jewish youth and the work of B'nai B'rith.

And that's where YOU come in!

Your gift of \$25 -- \$50 -- \$100 or more can help us provide the skills and talents necessary to continue to bring our Jewish youth the direction they need.

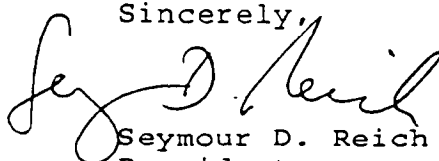
Join us in the fight against the forces that attack our Jewish heritage. With your help B'nai B'rith will continue to work against the cults, the anti-Semitism, the Arab influence and the dissolution of Jewish tradition and culture.

When you help us, you can be sure that your tax-deductible gift will be put to immediate and effective use, so please don't put my letter aside intending to make a gift later. We need your help now.

Just place your check and the reply card in the enclosed envelope and drop it in the mail.

Do it today. And together we will be able to answer the letter -- together, we will provide the answers for our future generations.

Sincerely,

A handwritten signature in dark ink, appearing to read "Seymour D. Reich". The signature is fluid and cursive, with the first name "Seymour" being more prominent and the last name "Reich" following in a similar style.

Seymour D. Reich
President
B'nai B'rith International

P. S. Remember, because we are committed to youth and to the community, we don't limit participation in our youth programs to children of B'nai B'rith members....it is our service to the entire Jewish community.