

Decorate Your Walkways

Recommitting to the Rainbow for LGBTQ+ Belonging

Prompted by a directive to state governors from the U.S. Department of Transportation, Florida and Texas have implemented orders to ban symbols, flags, or other designs on roadways, including rainbow crosswalks.

In response, we call on our synagogues, Jewish organizations, and Jewish community members to joyfully join together chalking (or painting!) their driveways, sidewalks, or other walkways with colorful messages of love, unity, and support for our LGBTQ+ community. Together, we'll show that the rainbow can unite us, not divide us.



Scan the QR code and fill out the form to get a free rainbow chalk kit from Keshet!

You can also visit bit.ly/getkeshetchalk

Our tradition holds that the rainbow symbolizes a covenant between humanity and the divine. When we encounter a rainbow in our daily lives, there is a **special blessing** acknowledging this divine pact, promising continued thriving and, by extension, a shared commitment to something larger than ourselves.

ברוך אתה ה' אלוהינו מלך העולם זוכר הברית ונאמן בבריתו וקים במאמרו
Baruch ata Adonai Eloheinu melech ha'olam zocher ha'brit v'ne'eman bivrito v'kayam b'ma'amaro.

Blessed are You, God, Sovereign of the universe, who remembers the covenant, and is faithful to God's covenant, and keeps God's promise.

In the same way, when we raise the rainbow flag, also a symbol for LGBTQ+ equality, we keep our promise to support and protect all our community members, especially those who are most vulnerable. 83% of Jewish Americans support nondiscrimination protections for LGBTQ+ people (**PRRI 2024**). Uplifting the dignity of all people is an act of love and care for our community. The beauty and vibrancy of the rainbow, and our deeply held Jewish values, can't be contained!

How to Participate

1. **Request a free rainbow chalk kit from Keshet using the form.** The kit includes rainbow chalk, postcards to send to your elected officials, stickers, and this resource.
2. **Choose a day, time, and location for your chalking to recommit to LGBTQ+ inclusion and visible Jewish pride.** Decorate your walkway at home, or, if you are participating as a community, consider inviting a group of folks to a communal sidewalk art event. Bring in clergy or lay leaders to share remarks about the importance of the rainbow in Jewish tradition, mutual commitment to one another, and pursuing justice.
3. **Create your DIY (do-it-yourself) rainbow crosswalk with chalk or paint in a driveway, entrance, or other prominent sidewalk area.** Invite community members to contribute to the design! You can even include messages of support and affirmation for LGBTQ+ community, equality, and shared Jewish values (*Tzedek* - justice, *B'tzelem Elohim* - all are created in God's image, *Shalom* - peace).
4. **Write messages of support for LGBTQ+ rights on the postcards included in your kit** and send them to your elected officials.
5. **Photograph your creations and share widely** on social media, newsletters, or even with local press. Tag @KeshetLGBTQJews or email your photos to cm@keshetonline.org—we'd love to see what you create!

Bonus: [Learn more about the significance of the rainbow in Jewish thought](#) and [how the rainbow became a symbol for LGBTQ+ pride](#) (designed at the urging of LGBTQ+ Jewish icon, Harvey Milk!)

Gratitude to the JPride coalition, a group of affirming Jewish congregations and organizations based in Dallas, for helping to generate this campaign.