

Promoting Israel Programs on Campus

Following is a list of “things to do” when promoting Israel programs on university campuses.

Flyers: Use flyer and materials of supplied by each program, or create and distribute your own

On Campus

- On bulletin boards around campus
- In buildings where Hebrew, Judaic Study, Middle Eastern classes meet
- Inside the classrooms where Hebrew, Judaic Study, Middle Eastern classes meet
- Kosher dining areas and other hangouts frequented by Jewish students
- The Hillel House
- The Chabad House
- Offices of the Jewish Student Union or Israel groups

Off Campus

- Jewish fraternity houses (or those populated by many Jewish students)
- Jewish sorority houses (or those populated by many Jewish students)
- Community hangouts
- Kosher restaurants
- Kosher bakeries
- Jewish shops
- Kosher grocery stores
- Vegetarian restaurants
- Bagel shops
- Coffee shops
- Israel related businesses (travel agents, Judaica shops)

Places to Actively Promote Programs: Following are important venues in which to personally promote Israel programs distribute promotional materials

- Tabling – Materials on all Jewish group tables
- All Jewish/Israel related events
- Inside All Hebrew classes
- Judaic Study classes
- Holocaust courses
- Middle East classes
- Jewish fraternity houses (or those populated by many Jewish students) at dinner
- Jewish sorority houses (or those populated by many Jewish students) at dinner

Meetings: People are the key to spreading the word about programs on campus. Therefore, you should work with the following people while on campus.

- Jewish campus professionals
- Study Abroad administrators
- Israel program alumni
- People who have registered for Israel programs in future
- Pro-Israel Activists