

The Essentials of Effective Pro-Israel Activism – A Summary

- I. **Get Good Goals** – Since they determine the strategy and direction of your Israel group, these must be the right goals, and you must make sure that they guide all of your activities. Here are some good goals for a **pro-Israel** group.
 - a. Educating the campus community about Israel
 - i. General, yet with a clear mandate as to the activities that you should undertake
 - b. Actively promoting visitation to Israel (i.e., Israel programs)
 - i. Its good for the visitor, your Israel group, the country and the people of Israel
 - ii. Keeps a strong focus on the practical and non-political
 - c. Developing Educated Jewish Campus Activists
 - i. Internal education keeps you updated and informed
 - ii. Builds continuity into the future
 - iii. Means you must delegate and develop leadership

Remember: Goal setting is essential on the macro level (i.e., goals of the Israel group) as well as the micro level (i.e., what is the goal of an event, and within that event, what is the goal of the speaker and the person who introduces him, etc).

Note: Make sure your *primary* target audience is the one that matters the most: The Jewish student population.

- II. **Evaluation and Assessment** – If you define your goals on any and all levels, you should take the time to evaluate your work. Ways to do so are:
 - a. Keep records/statistics about your events – number of people attending events and names/information collected, amount of Israel program promotional material distributed, number of articles/appearances in the campus/local media, number of activists, etc. Compare over time to see increases (or decreases!) and analyze how to improve.
 - b. Analyze all aspects of an event once it is over and create a report that includes information on what was successful (and why) and what needs improvements (ask: why and how). The resulting document can serve as a template/paradigm for future activities of the same nature.
 - c. Use marketing tools such as cost of customer acquisition = total hours x hourly 'wage'/no. of students attending event. Compare to previous events and analyze.
 - d. Use your statistics and records as way to prove "Return On Investment" (ROI) for fundraising purposes, and/or on your resume.
- III. **Pro-Active** – Continually strive to set the agenda on campus. Do not be a re-activist.
 - a. If successful and well-known businesses don't wait for problems to communicate with their customers/potential customers, why should Israel activists?
 - b. Pro-activism sustains your group by creating a positive, healthy dynamic based on growth not decline
 - c. It's more fun and impressive than re-activism!
- IV. **Be An Activist** – And leave 'advocacy' to others.
 - a. Activists can (and have) literally changed the world; advocates have a mild opinion.
 - b. Activists understand that activism is WORK and therefore challenging and time-consuming but also effective and satisfying.
 - c. Activists know that the work is unceasing – it's always there. You don't have to finish it, but you have to do your part!
 - d. Pro-Israel activists are the pride of the Jewish People

- V. **Other Essential Elements of Effective Activism** – Aside from the macro elements above which are truly the essential, there are other things that must be learned, honed and employed if you are to be a successful activist.
- a. Always raise awareness about your Israel group
 - i. Israel Information Tables!!!! This is KEY and MUST be done daily! Just look at ski club...do they opt not to have a table? Never.
 - b. Always raise awareness about your events – even if you believe the people aren't interested, keep driving home your message!
 - i. At the Israel Information Tables
 - ii. Tons of flyers posted all around campus well in advance of event
 - iii. Ads and/articles/press releases in campus papers
 - iv. Announce, distribute flyers (and write on board the details of event) in Hebrew, Jewish study and Mideast study classes (and other related)
 - v. Announce and distribute flyers in fraternities/sororities
 - vi. Announce and distribute flyers in other Jewish venues
 - c. Review often activist fundamentals such as public speaking, press release/article/letter to editor writing, flyer creation, working with the media, networking and coalition building.
 - d. Use the Media (campus, local, local Jewish and national)
 - i. Know the players, establish and nurture contacts in the media before you need them. As an agenda setting (read: news making) activist for Israel, you are extremely interesting for them as a news item.
 - ii. Become a columnist, or delegate this to someone in your Israel group
 - e. Networking – always analyze your situation and approach those student groups who share your interests for an event, campaign or rally.
 - i. It brings large numbers to events
 - ii. Makes you more powerful
 - iii. Leads to additional activism/cooperation
 - f. Fundraising – There is money out there!
 - i. Leverage your personal contacts and use your group's proven track record (see evaluation/assessment section) to show ROI. Craft the right approach to the right people and ask! Do not be shy.
 - ii. Universities have funds! The application process may be long, but good Israel activists have a long-term plan!
 - iii. Brainstorm other ways to make money based on business and personal sponsorships for events etc.
 - g. Don't get caught up in Israeli Politics – if you want to be prime minister, move to Israel
 - h. Don't try to solve the Mideast problem locally – its proven hard enough to solve it here
 - i. Never stop! Keep up the good work!!!

And finally:

Live by the Five Commandments of EVERY Event (this includes daily tabling, to rallies and campaigns)

1. Politely collect names, addresses and phone numbers of those people attended
2. Always openly display materials on – and actively promote – Israel programs. Activism is a means through which we promote visitation to Israel.
3. Always openly display – and actively distribute – information about your organization and upcoming events
4. Always openly display – and actively distribute – educational materials on Israel
5. Always follow-up with those whom you established contact (see point #1) and invite them to get active in the Israel group, to go to Israel, to come to the next event.