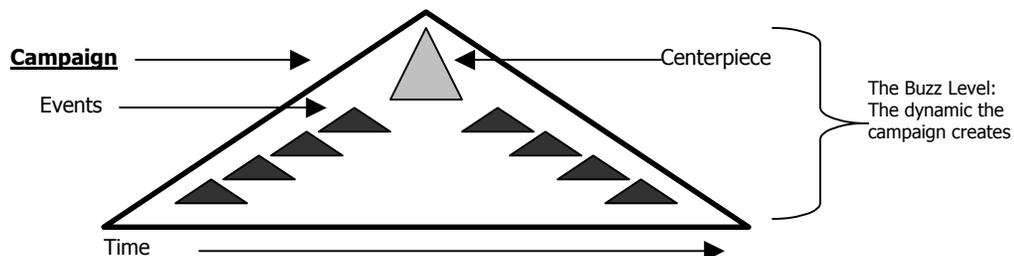


Activist Campaigns – Mastering “Dramatic Centerpiece” Activism

- I. The characteristics of successful activist campaigns
 - a. The most common example of a campaign with a dramatic centerpiece is an election campaign. This is the model:
 - i. Before election – events are held to raise awareness/educate regarding issues and candidates, building to a climax – the election
 - ii. Election day is dynamic, fun and filled with activity
 - iii. Post Election – time for analysis of results and candidate doing what s/he promised, getting to work. A central educational theme or set of related themes
 - b. Dynamic, positive and educational in nature (generally harder to protest than single events)
 - c. Since campaigns take place over a set period of time the overall messaging and is sustained, long lasting.
 - d. They always have “Dramatic Centerpiece(s)”
 - e. Many, multi-faceted activist events are developed and implemented prior to and after the dramatic centerpiece event

- II. Activist campaigns are advantageous because:
 - a. The best defense is a good offense – activist campaigns are thoroughly pro-active
 - b. Campaigns set the agenda on campus over a period of time
 - c. Campaigns focus your Israel activism around particular themes over an extended period of time (marketing element – not changing jobs is more efficient)
 - d. They create a dynamic that can be leveraged to grow your group
 - e. They provide ample opportunity for co-sponsoring events, networking and fundraising
 - f. Notes: Every event is a centerpiece and has its pre and post. But the idea of a campaign is to use the dynamic created by the smaller events to create larger events, leading to the culmination – the dramatic centerpiece. The diagram below represents this concept graphically. ▲ represents an event. The peak is the event itself; the incline represents the build up (preparation) for the event and the descending slope represents the post event follow-up. You leverage the small events to build towards the centerpiece event (large gray triangle) of the entire campaign (represented by the triangle outlining the diagram).



III. Examples of Effective Campaigns (Pro-Israel and Anti-Israel)

- a. Mock Israeli Elections on Campus
 - i. Explicitly and actively illustrates Israel’s democratic nature (in stark contrast to Israel’s neighbors)
 - ii. Allows everyone to express their opinion via the polling booth
 - iii. Difficult to effectively protest (without looking anti-democratic)
 - iv. Can be held every year irrespective of actual Israeli elections
 - v. Provides ample time to educate students/campus community about the wide range of opinions in Israel and the Israeli political system during the election day itself and also before and after that “centerpiece”. For example:
 1. Pre-election day – educational modules re: Israeli political system, political parties, all issues being debated etc.

2. Post-election day – provides opportunity for analysis of results and what the ruling coalition would look like and which policies they would likely pursue
 - vi. Provides ample opportunity to
 1. Collect names/info of students
 2. Promote Israel programs
 3. Promote your group and events
 - b. Divest from Israeli Apartheid
 - i. The name/message itself already does the job as it plays on people's ignorance and justified disgust of apartheid
 - ii. Educationally Effective (but insidious)– Israel presented as propagating apartheid, trampling human rights, controlling an indigenous majority population 'of color', and implies that the solution lies with the dissolution of State of Israel and creation of "bi-national" state.
 - iii. Multi-faceted – can be expressed in rallies, lectures, articles, boycotts of products, and can grow into the community.
 - iv. Sustainable over time – until universities divest (or the movement is de-legitimized, loses momentum or dies for other internal or external reasons)
 - v. Dramatic Centerpiece ideas abound – rallies, testimonials, films
 - c. Skiing in Vail (via the ski club)
 - i. Centerpiece is obvious – the ski trip
 - ii. Multi-faceted - can be promoted in several ways including tabling, events, parties, etc.
 - iii. Educational – skiers have to learn about what is offered as part of package
- IV. Keys to Planning Successful Activist Campaigns
- a. Make them cheap (see below)
 - b. Identify the right topic for your school according to the tone towards Israel on your campus as well as the number of activists' available, number of Jews on campus, the nature of your allies/partners on campus, etc.
 - c. Mobilize your natural allies for the campaign – i.e., co-sponsorships
 - d. Make sure you plan for the funding you will need – review fundraising part of Essentials workshop
- V. Identifying Effective Topics for Your Activist Campaign
- a. As mentioned above the following are the characteristics of good campaigns. Make sure yours is:
 - i. Dynamic, positive and educational in nature
 - ii. Harder to protest
 - iii. Sets the agenda on campus over a period of time and messaging and is long lasting
 - iv. Has "Dramatic Centerpiece(s)" (see below)
 - v. Allows for multi-faceted activist events to be implemented prior to and after the dramatic centerpiece event
 - b. Topics – this is your homework – find a pro-Israel topic you believe will be successful and come up with suggested centerpiece(s) for the topic. No duplication of topics, and all topics should touch upon current issues.
- VI. Getting the "Dramatic Centerpiece" Right
- a. The "brainstorm" is the key to finding the right one
 - b. Once a few centerpieces are selected, have members of your group find ways to 'protest' them, thereby anticipating potential problems. If centerpiece is too easily attacked, try another or explore ways to lessen impact of expected protests, and make sure all activists know these methods (could be talking points, sound bytes etc).
 - c. Can easily be something that doesn't cost money or very little of it– example- elections, MIAs vigil, chalking sidewalks etc.
- VII. Importance of Follow-Up and Evaluation
- a. Evaluating the success of the campaign is essential to improving for the future