

Upstart Activist trains students in effective pro-Israel campus activism. Led by experienced Israel-based educators who are top former campus activists, **Upstart Activist** applies 'actionable' information and ideas as well as proven activist strategies and methodologies to significantly improve Israel's image on campus and advance the centrality of Zionism and Israel in the lives of North American Jewish students.

Activism is our expertise:

Activist Training Workshops & Seminars

Proven activist strategies, skills and methodologies with significant "take home" value presented in ways that are engaging and interactive.

Israel Related Lectures & Presentations

Original analysis and superb delivery help make sense of Israeli society. Presentations on issues ranging from Aliyah to Zionism, with particular emphasis on Israeli history, politics and the peace process.

IsraelonCampus.org – Advocacy Network

The first ever web-based network to empower pro-Israel leaders. Get your own customized site and enjoy access to unbeatable content and communication tools. See: www.IsraelonCampus.org for more information and how to get your site.

Educational Activist Primers & Materials

Hard-hitting activist materials including ready to use information, strategies and flyers. Our productions have been widely acclaimed by the press including *The Jerusalem Post* and *National Review*.

Our Clients

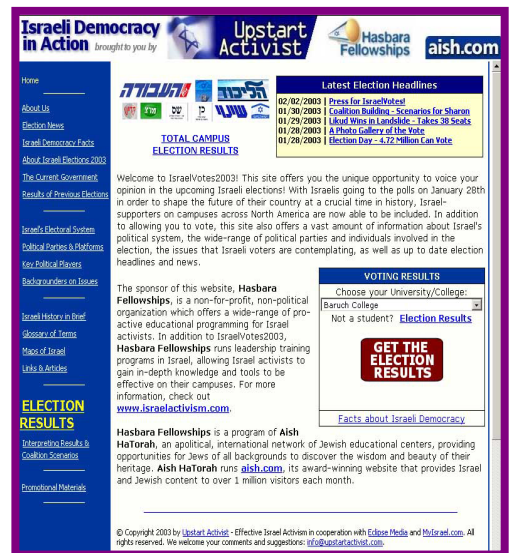
Clientele includes: Israeli Ministry of Foreign Affairs, Hillel, Caravan for Democracy, Aish HaTorah, Israeli Ministry of Tourism, Young Judea, Oranim Educational Initiatives, Jewish Agency and UJC.

Upstart Activist is Unique

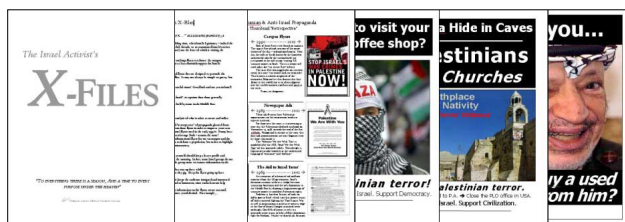
- **Commitment First** – Israel is not just our professional focus – it's our home.
- **We've Been There** – **Upstart Activist** is led by top former activists from the US active during the first *intifada* and Gulf War. We know where you're at.
- **More Than Just Talking Heads** – We provide more than just lectures and seminars, such as primers designed expressly for today's pro-Israel activists.



↑ IsraelonCampus.org, **Upstart Activist's** revolutionary web-based network for student leaders, provides all the content advocates need – flyers, guidebooks, key facts – along with communication tools for staying in touch with other leaders, all in a site customized for your campus.

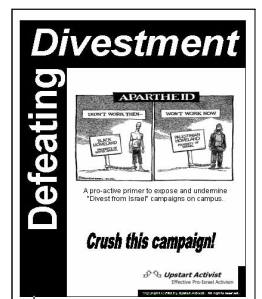


↑ **Upstart Activist's** IsraelVotes.com helped thousands of students across N. America & England experience Israeli democracy first hand by voting online as Israelis went to the polls in January 2003.



↑ *The Israel Activist's X-Files*, is a groundbreaking primer filled with forthright flyers and "guerilla" activist tactics designed to put Israel's detractors on the defensive.

Defeating Divestment → was launched in August 2002 as **Upstart Activist's** information-packed primer providing activists with the knowledge essential for crushing campus "divestment" movements.



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