



I STAND WITH ISRAEL



www.actforamerica.org





ACTIVIST GUIDE



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Introduction

I Stand With Israel is an ACT for America activism campaign focused on standing shoulder to shoulder with Israel, fighting for its national security and defense against its enemies. We believe that Israel has the right to exist as a Jewish State in the Middle East with Jerusalem as its capital. Israel is the United States' most reliable and only democratic ally in the region, and its security should be a paramount U.S. concern when dealing with the Middle East.

As an ACT For America member, the most important thing you can do to affect change in your community is take action. As you will see in this activism guide, we are making it easy for you to get involved.

Legislation

Anti-Boycott, Divestment, and Sanctions (BDS): ACT For America has helped pass this legislation in 16 states, which outlaws participating in or encouraging the abstention of America's allies commercially, socially, and politically.

- Alabama
- Arizona
- Arkansas
- California
- Colorado
- Florida
- Georgia
- Illinois
- Indiana Iowa
- Michigan
- New Jersey
- Ohio
- Pennsylvania
- Rhode Island
- South Carolina
- Texas

****If you are interested in passing anti-BDS in your state, please email us at:**
legislation@actforamerica.org

Talking Points

- **Israel is the United States' most reliable and only democratic ally in the region**, and its security should be a paramount U.S. concern when dealing with the Middle East.
- We believe that **Israel has the right to exist as a Jewish State in the Middle East with Jerusalem as its capital.**
- **In 2017, anti-Semitic hate crimes in the United States went up 57%** from the previous year. It is more important than ever before for us to show our support for the Jewish State of Israel.

Source:

<https://www.nytimes.com/2018/03/17/sunday-review/anti-semitism-american-jews.html>



Activism Suggestions

Conduct Surveys:

Surveying your local community will allow us to not only gauge how people feel about free speech, but also educate people on time periods throughout history where ruling parties silenced and oppressed groups.

Materials Needed

- Download materials at actforamerica.org/Istandwithisrael
- Clipboards
- Pens
- Support Israel survey forms

Where to Petition

- Community events
- Public sidewalk near grocery stores/malls
- Outdoor sports events
- Libraries
- Parks
- Beaches

Volunteers

- You will need a minimum of 2 volunteers
- Designate 1 volunteer to take pictures
- Assign which volunteers will bring what items

Instructions

- Download materials at actforamerica.org/Istandwithisrael
- Actively go up to people and introduce yourself
 - “My name is _____ and I’m doing a survey on anti-Semitism.”
 - Say you just have 3 quick questions, if that is OK
 - Ask the questions on the survey form and record their answers
 - Find out their age demographic
 - Thank them for participating in your survey

Take Photos

- Take pictures of people talking to your volunteers at the table
- Send your photos to pictures@actforamerica.org with a caption



Gather Petitions:

Gathering petitions not only allows us to grow public support for issues like protecting free speech, but we can also put pressure on elected officials by delivering these to their offices.

Materials Needed

- Download materials at actforamerica.org/Istandwithisrael
- Clipboards
- Pens

Where to Petition

- Community events
- Public sidewalk near grocery stores/malls
- Outdoor sports events
- Town halls
- Ask business owners if you can set up a table outside their business

Volunteers

- You will need a minimum of 2 volunteers
- Designate 1 volunteer to take pictures
- Assign which volunteers will bring what items

Instructions

- Download materials at actforamerica.org/Istandwithisrael
- *Actively go up to people and introduce yourself*
 - *“My name is _____ and I’m getting signatures to Support Israel. As Israel is our greatest ally in the Middle East, and the Jewish state has a right to exist, do you agree that we must continue to support Israel?”*
 - *Ask people if they will sign your petition*
 - *Remind them that you will deliver these to your local legislator*
- *Follow up with anyone who signs up.*
 - *It is best to follow up within 3 days or people who may have been fired up will lose interest*
 - *“Hey, this is _____. You signed our Support Israel petition and I wanted to know if you would like to attend our local group meetings.”*

Take Photos

- Take pictures of people talking to your volunteers at the table
- Send your photos to pictures@actforamerica.org with a caption



Write a Letter to the Editor (LTE):

Writing a Letter to the Editor is a great way to shift public opinion and garner attention for your issue on a local level.

- This link provides you with the top 100 online & print publications across the country:
<https://www.theopedproject.org/submission-information/>
- Make sure you meet the word requirements (usually 250)
- **Remember:** Your goal is to persuade the reader using facts
- If your letter is published, please notify ACT for America at activism@actforamerica.org

I Stand with Israel Sign Waving:

Sign-waving and demonstrating are useful ways to get your message out to large amount of people in a short amount of time. You are a voice for others who feel the same, but do not raise their voices. Your actions may inspire people to get active. The keys to successful demonstrating are location, message, consistency, and photography.

- Choose a public sidewalk or overpass near a busy intersection
- Goal is to locate an area with a maximum amount of people
- Signs should have as few words as possible
 - I Support Israel
 - I Stand with Israel
 - I <3 Israel
 - Jerusalem = Israel's Capital
 - ACT for America LOVES Israel
- Wording should be succinct, bold, and easy to read
- Sign-wave at the same spot to accustom people to your presence
- Always demonstrate with a friend
- **Designate one person to take photos in order to amplify your message**
- **Send photos to pictures@actforamerica.org**
- Be energetic, polite, and non-confrontational



Chapter Meeting Topics/Ideas

Download a I Stand with Israel PowerPoint Presentation from the website at:

actforamerica.org/Istandwithisrael

Use this PowerPoint Presentation during your next chapter meeting!

If you have any questions please feel free to reach out to ACT for America at chapters@actforamerica.org and a team member will be in touch with you ASAP.





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