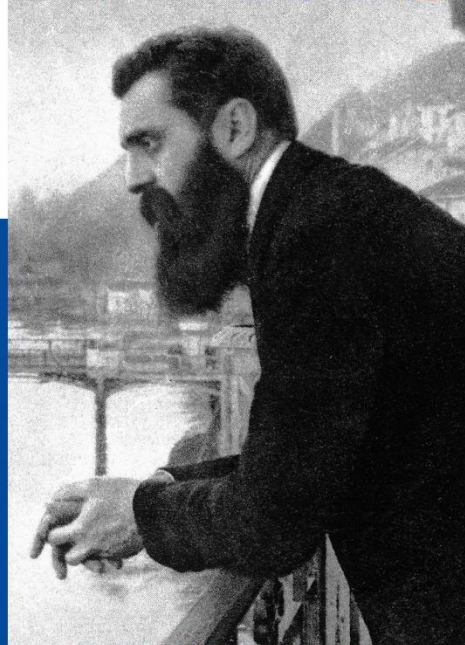# Zionism Month
2021
Campaign Pack

Zionism Month

The month of positive promotional activity about the concept of Zionism is being promoted jointly by We Believe in Israel (WBII) and the Zionist Federation (ZF).

We want to spread an understanding both of the historical logic and context behind the Zionist movement and the creation of Israel, and the contemporary necessity for Jewish (and other peoples') national self-determination.

How do we define Zionism?

There are many different strands of Zionist thought. All of these can be celebrated during Zionism Month.

One aim is to promote Zionism month to audiences outside the Jewish Community, promoting a simple core understanding of Zionism that all Zionists can agree on but which may not be familiar to people in the UK who have only heard the word Zionism used pejoratively by Israel's enemies.

We are therefore describing Zionism as support for Jewish national self-determination through the creation, existence, and continued support for a Jewish State in Israel.

When is Zionism month 2021?

April 12-May 14 seemed the most appropriate period because it coincides with Theodore Herzl's birthday (2 May), Yom Hazikaron (Israel's Remembrance day 13-14 April) and Yom Ha'atzmaut (Israeli Independence Day -14-15 April) as well as the Gregorian anniversary of Israeli Independence (14 May).

Out of respect for the Royal Family, and to observe the mourning period for His Royal Highness Prince Philip, Duke of Edinburgh, we chose to delay the launch of Zionism Month to Monday 19 April.

Objectives

We are organising this month of activity with these objectives:

Objective 1: To re-establish the core arguments for Israel's legitimacy as a state and the core case for the Zionist project with key political stakeholders and the wider public.
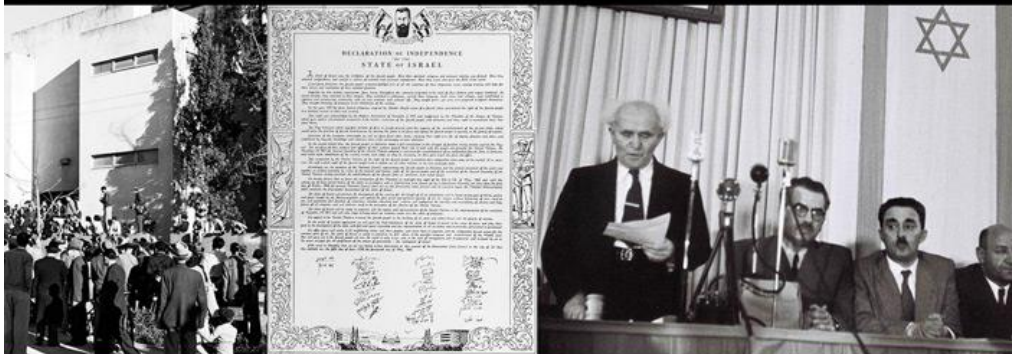
Objective 2: To reinvigorate the conversation around, and engagement with Zionism.

Objective 3: For people to be able to talk about their identity and beliefs in a positive way

What are the national organisations doing centrally?

- WBII and the ZF will be jointly hosting 'Against All Odds: The Declaration of Independence' on Wednesday 12 May with Professor Paula Kabalo from the Ben-Gurion Institute. Register here now: www.tinyurl.com/declaration-il

AGAINST ALL ODDS:
THE DECLARATION OF INDEPENDENCE

From Basel's First Zionist Congress and London's Balfour Declaration, the Zionist dream of a Jewish national homeland was eventually realised when David Ben Gurion read out the Declaration of Independence on the 14th May 1948 in Tel Aviv.

Join the Zionist Federation of UK and Ireland and We Believe in Israel for this online event to conclude Zionism Month 2021. Hear from **Professor Paula Kabalo**, Director of the Ben-Gurion Research Institute for the Study of Israel and Zionism at Ben-Gurion University of the Negev, all about the Declaration, the ideals it embodied and how it continues to guide the very essence of Zionism and Israel today.

Wednesday 12th May 2021
Time 6pm GMT
Register www.tinyurl.com/declaration-il

The above link is for mandatory registration only. Once registered, you will receive an email with a link to join the webinar. **Follow @zionistfed & @webelieveinisrael for live streaming on Facebook**

By registering for this webinar, you agree to your data being used by the ZF and We Believe in Israel only.

ZF FOR ISRAEL   WE BELIEVE IN ISRAEL   ZIONISM month

- WBII have launched #RunningToIsrael to make your steps count throughout Zionism Month. As we can't currently get on a plane to Israel, let's go the distance together. How far can we get?

- We have created an "I am a Zionist" Twibbon (badge) to put on your Twitter profile and Facebook page http://twibbon.com/support/what-is-zionism-month as well as a Facebook frame www.facebook.com/profilepicframes/?selected_overlay_id=375108296917189
- WBII and the ZF have produced a leaflet explaining what Zionism is and the core case for Israel for local printing and leafleting. This can be downloaded here: https://gallery.mailchimp.com/4f205ffabc02c1048c024eebe/files/The_case_for_Israel_Flyer_colour.pdf
- WBII have created a special Zionism page on the WBII website: http://www.webelieveinisrael.org.uk/zionism-month/
- We are republishing a pamphlet setting out the case for Zionism with a collection of quotes from famous people
- We are publishing a collection of 'essays on Zionism'
- We are republishing a booklet on Israel and Zionism

- We are launching several infographics 'This is Zionism'
- We will be marking International Malaria Day with a factsheet on how the Zionist movement tackled malaria pre-independence
- We will be republishing a booklet 'Minorities in Israel'
- We have created a 'what type of Zionist are you?' quiz. Look out for the link later in the month.

How you can get involved

- Put a Twibbon http://twibbon.com/support/what-is-zionism-month or Facebook Frame www.facebook.com/profilepicframes/?selected_overlay_id=375108296917189 on your social media profile
- Use the twitter hashtags #ZionismMonth #ZionismMonth2021 #ImAZionist
- Enter our competition tweeting/instagramming why you are a Zionist with the hashtag #WhyImAZionist. Winner judged by the ZF and WBII will win Gil Troy's book 'The Zionist Ideas: Visions for the Jewish Homeland—Then, Now, Tomorrow' and a signed Idan Raichel album 'At the Edge of the Beginning.'
- Use the enclosed model letter to write to your MP asking if they support basic Zionist principles. You can look up your MP and their contact details here: http://www.parliament.uk/mps-lords-and-offices/mps/. Please send any replies you get to luke@webelieveinisrael.org.uk
- Send the enclosed letter to the editor to your local newspaper(s).
- Organise and promote Israel-related activities and articles during the month

Model Letter/Email to MPs

<div align="right">
Your Name
Your Address
</div>

XXXXXX MP
House of Commons
London
SW1A 0AA

Dear

I am writing as one of your constituents to let you know that this month is Zionism Month. This month has been initiated by We Believe in Israel and the Zionist Federation.

I consider myself to be a Zionist because I support Jewish national self-determination through the creation and existence of a Jewish State in Israel.

I am writing to ask you as my MP whether you share my Zionist principles and support Israel's creation and existence as a Jewish State.

I look forward to your response.

Yours etc.

Model letter to the local press

Dear Editor,

It is currently Zionism Month, initiated by We Believe in Israel and the Zionist Federation.

I consider myself to be a Zionist because I support Jewish national self-determination through the creation and existence of a Jewish State in Israel.

There are many people here in [insert town or area covered by paper], both Jewish and non-Jewish who are proud to identify as Zionists.

I think it is important that your readers know that this word, which is sometimes used as a pejorative label by people who attack Israel, has a very positive meaning.

It has got to be something worth celebrating that after two millennia of persecution culminating in the Holocaust, Jewish people now have a secure refuge where their culture is flourishing.

Yours etc.