

Advocacy & Activism

Strategy, Tactics, Communication

- ◆ **Think local**
- ◆ **Think small**
- ◆ **Think about impact**
- ◆ **Be a “force multiplier”**
- ◆ **Who has to hear you/who wants to hear you vs. who does not have to or want to hear you**
- ◆ **What matters**
- ◆ **Be vocal and visible**
- ◆ **Relationships matter**
- ◆ **The “pebble in the shoe”**
- ◆ **Use technology . . . But don’t forget lo-tech**

Pro-Active

Always more productive, often more effective to be pro-active

- **Be there first! Always easier to say that something is good or positive and to force your opponent to say: “No it’s not.”**
- **Get the facts out there and control the narrative. Ex: When you let people know Jews are indigenous to the Land, it make it difficult for someone to call you an occupier; When you state that most Israelis today emigrated from elsewhere in the Middle East (after being driven out) it makes the false claim that Israelis are “White Europeans” to stick.**
- **We want to help ... Ex.: “you to better understand the Middle East”, “to understand what Zionism is”, “to understand why the two-state solution is impractical”, etc.**
- **Much to brag about: So many medical breakthroughs to help all of humanity. Also agriculture, science, technology, etc.**
- **Offense and Defensive: Tout positives from Israel and negatives by the Arabs and Iran.**
- **Heart vs. Head: Sometime the best path to the mind is through the heart.**

Reactive

We must respond to lies, slanders, libels, attacks

Responding to an article or report, or a letter, or a remark or something on social media.

We are placed on the defensive – so the sooner, the better

Not everyone who saw the offending comment or outright lie will get to see the truth or the correction!

Know your audience and who your audience is -- and pick your spots!

Create “reasonable doubt” and target credibility/honesty of source

Be civil/polite

Be concise

Ask questions

Pro-Active and Reactive Simultaneously

Examples: Pro-actively get to examine a textbook. React to what is published and demand corrections.

Understand free speech vs. threats vs. lies: Everyone has the right to freedom of speech – but why are they opting to spread lies and incite hatred?

WHERE? WHO?

Family (especially children/grandchildren, friends, neighbors, congregants)

Media, educators, government, clergy, communal leaders, corporate

Be concise, civil/polite, firm, warm (where possible), non-confrontational (where possible)