



General Advocacy Tips

Do:

- ❑ Keep it simple. Breathlessly spitting out UN resolutions and treaties will lose your audience and suck the humanity and depth out of your advocacy.
- ❑ Be optimistic. Always end on a positive note about peace and understanding. Peace is the ultimate goal -- your statements should mirror this.
- ❑ Stay calm, use reason and logic. Screaming and yelling makes you look like an unhinged fanatic, and unhinged fanatics don't tend to stand for worthy causes.
- ❑ Use rhetorical questions, i.e. don't Israelis, like Americans, deserve to shop or travel free from the fear of terror bombings? Who's going to say no?
- ❑ Know your history. Nothing improves your credibility like demonstrating knowledge.
- ❑ Be exceedingly polite. This also improves your credibility.
- ❑ Read the news. Make sure you read your news from diverse variety of sources.
- ❑ Respond to demonization, delegitimization and double standards with compassion, understanding and empathy. Fight fire with water. Generate light instead of heat.

Don't:

- ❑ Don't be anti Palestinian. Jews deserve self-determination, Palestinians deserve self-determination. If you have anything bad to say about Palestinians, it should be directed at organizations or leaders, not people.
- ❑ Don't take sides in Israel's internal politics. You may feel strongly about political parties and particulars, but first and foremost you support Israel.
- ❑ Don't assert that Israel is perfect. It's not. However, remember that even when Israel makes mistakes, the mistakes don't delegitimize Israel's existence or mean that Israel should be subjected to egregious double standards.
- ❑ Don't use religious justification to explain Israeli policies. Make your case in terms of universal values. There is a difference between saying, "Israel is the historical and formative home of the Jewish people" and saying, "The land is mine because the Torah says it is."
- ❑ Don't specifically conflate 9-11 with terror against Israel. For that matter, avoid linking Israel with political buzzwords like "the global war on terror" or "Islamofacism".
- ❑ Don't confuse Palestinians with Arabs in general, Muslims with Arabs, and finally, Israeli Arabs with Palestinians. If you know your history and background, you won't make these mistakes.
- ❑ Don't be suckered into debating the Israeli Palestinian conflict on the terms that it is religiously motivated, a clash of civilizations (East vs. West) or Islam vs. Judaism or Christianity. It is a national territorial conflict between two nationalities. End of story.