



## Using Campus Resources

There's no such thing as a free lunch. Creating Israel advocacy programming often requires money. Speakers need to be paid, equipment often needs to be rented, and food needs to be bought. The following are some tips for obtaining school funding and general support for your programming:

- ❑ Most schools provide funding for their student organizations. Often times they will pay a percentage of a speaker's honorarium, travel and lodging costs. A lot of schools also provide opportunities to check out rooms and equipment. However, most likely, you have to be an official school student organization. Many campuses already have pro-Israel organizations. Coordinate with these organizations and cooperate on programming. If your school doesn't have an Israel advocacy Student organization, create your own. It is a great way to utilize school resources and mobilize and inspire the student body.
- ❑ Develop relationships with college departments. Often, college departments will co-sponsor events and speakers. Email the heads of departments and simply ask if they would be willing to co-sponsor a given event. Departments do this all time. Relations with departments and professors are very important to cultivate.
- ❑ What about JCRC/Hillel Israel Initiative? Heck yeah, send us a line. That's right. [http://www.juf.org/college/israel\\_initiative.aspx](http://www.juf.org/college/israel_initiative.aspx)
- ❑ Develop relationships with community members in your college's town. Occasionally community members will give donations to pro-Israel groups. Plus, community members will often attend events and help pack lectures.
- ❑ Radio is a great free way to advertise. Send press releases to radio stations and often they will mention your event on the air for free!
- ❑ Develop a relationship with Israelis on campus. If there is a Hebrew discussion table, join it (or send somebody else if you don't speak any Hebrew). Local Israelis can sometimes give presentations if you need a speaker in a pinch and are great people to give input on programming.