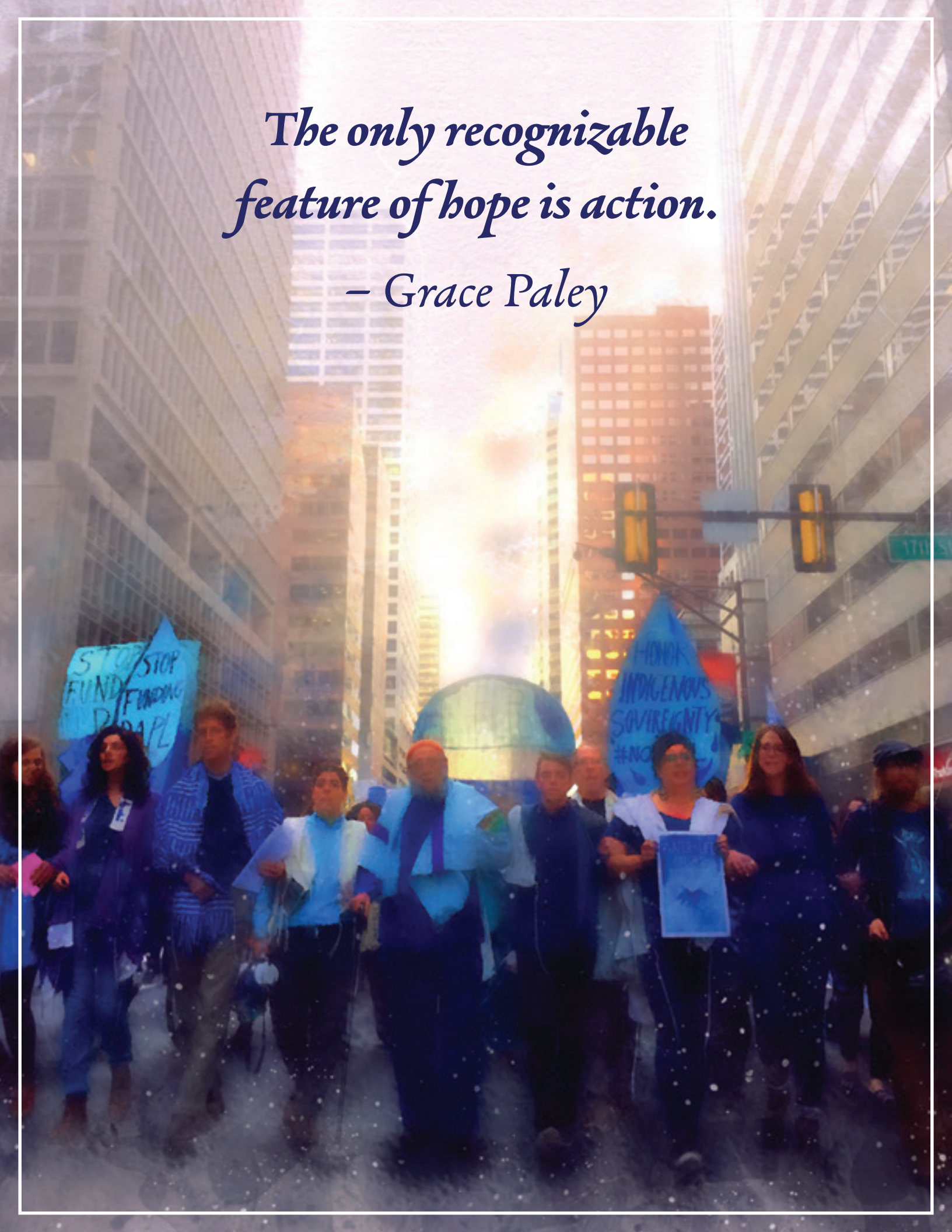


*The only recognizable
feature of hope is action.*

– Grace Paley



A 5-YEAR PLAN FOR:



CONGRESS

↓ TODAY WE CAN ↓

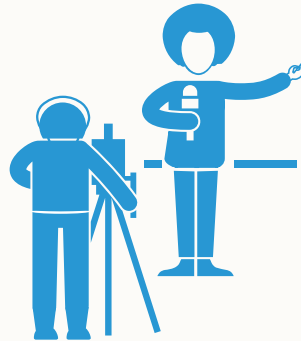
Support introduction of the first pro-Palestinian legislation in Congress

↓ WHICH ↓

Normalizes support for equality in Washington DC

↓ AND WITHIN 5 YEARS ↓

First federal BDS legislation introduced



MEDIA

↓ TODAY WE CAN ↓

Earn 700 media hits a year by highlighting our own work

↓ WHICH ↓

Makes JVP the obvious go-to for analysis and action

↓ AND WITHIN 5 YEARS ↓

Pro-equality voices featured in all serious coverage



ORGANIZING

↓ TODAY WE CAN ↓

Mobilize 1,000's of people to campaign for Palestinian rights

↓ WHICH ↓

Forges new coalitions, making bigger campaigns possible

↓ AND WITHIN 5 YEARS ↓

Tens of thousands of people take to the streets for equality

Hundreds of thousands of American Jews and allies find a political home at JVP. A truly mass movement emerges. The balance of power shifts.

Planning TO Win

INTRODUCING JVP'S BASEBUILDING PLAN

What's it going to take to create a new US foreign policy? What's it going to take to end apartheid? **We know it's possible. But we're not there yet.**

The good news?

66% of Americans think Palestinians and Israelis are equal.



BUT...

Palestinians in Gaza live with **barely 4 hours of electricity** per day. And there isn't a single member of Congress who supports sanctions even when they agree that settlements are illegal and apartheid laws are wrong.

So how do we break through? By doing all we can at an amped up level.

OVER THE NEXT 5 YEARS, JEWISH VOICE FOR PEACE WILL:

- 1** **Saturate our communities** with organizing opportunities. As difficult as things are, this is a golden age of grassroots organizing. JVP chapters are accomplishing more than ever and growing this movement with speed and inspiration.
- 2** **Win campaigns.** When we fight, we win. Our campaigns don't just change policy - they change what's possible.
- 3** **Build a political and spiritual home** where Jews can express spiritual beliefs without checking their belief in Palestinian freedom.
- 4** **Seize the media narrative.** We need to make it impossible to report on Israel/Palestine without including the voices of Palestinians and Jews who are accountable to them.
- 5** **Link with other social justice movements.** Palestinian rights are inextricably linked to racial, gender, reproductive, environmental, and economic justice everywhere - and we are nurturing those connections to the fullest.

THAT'S WHERE WE'RE ASKING YOU TO INVEST:

IN DEEP ORGANIZING THAT BUILDS A POLITICAL HOME, AND INNOVATIVE, VISIONARY CAMPAIGNS TO MAKE CHANGE.

FOR THESE 5 YEARS, WE HAVE A GAME-CHANGING, CONCRETE GOAL:

WIN THE EXPLICIT SUPPORT OF 5% OF THE US JEWISH COMMUNITY. WHY 5%? HOW WILL WE MEASURE THAT?

When 5% of a community throws their energy into a political issue, that can be enough to turn the tide. To confidently cross that threshold, we need to reach:



*1 million
Facebook likes*



*500,000
people on our
email list*



*60,000
dues-paying
members*



*150
chapters*

WHY WE NEED YOU.

We're facing opposition with deep pockets and a focus on fighting our growing influence. **But they don't have you.**

They don't have people who believe they will see monumental change in Israel/Palestine in their lifetimes. They don't have visionary grassroots donors.

You play a critical role. And as we scale up everything, we need you to scale up your support of JVP. You won't regret it.

This is your chance to change everything.