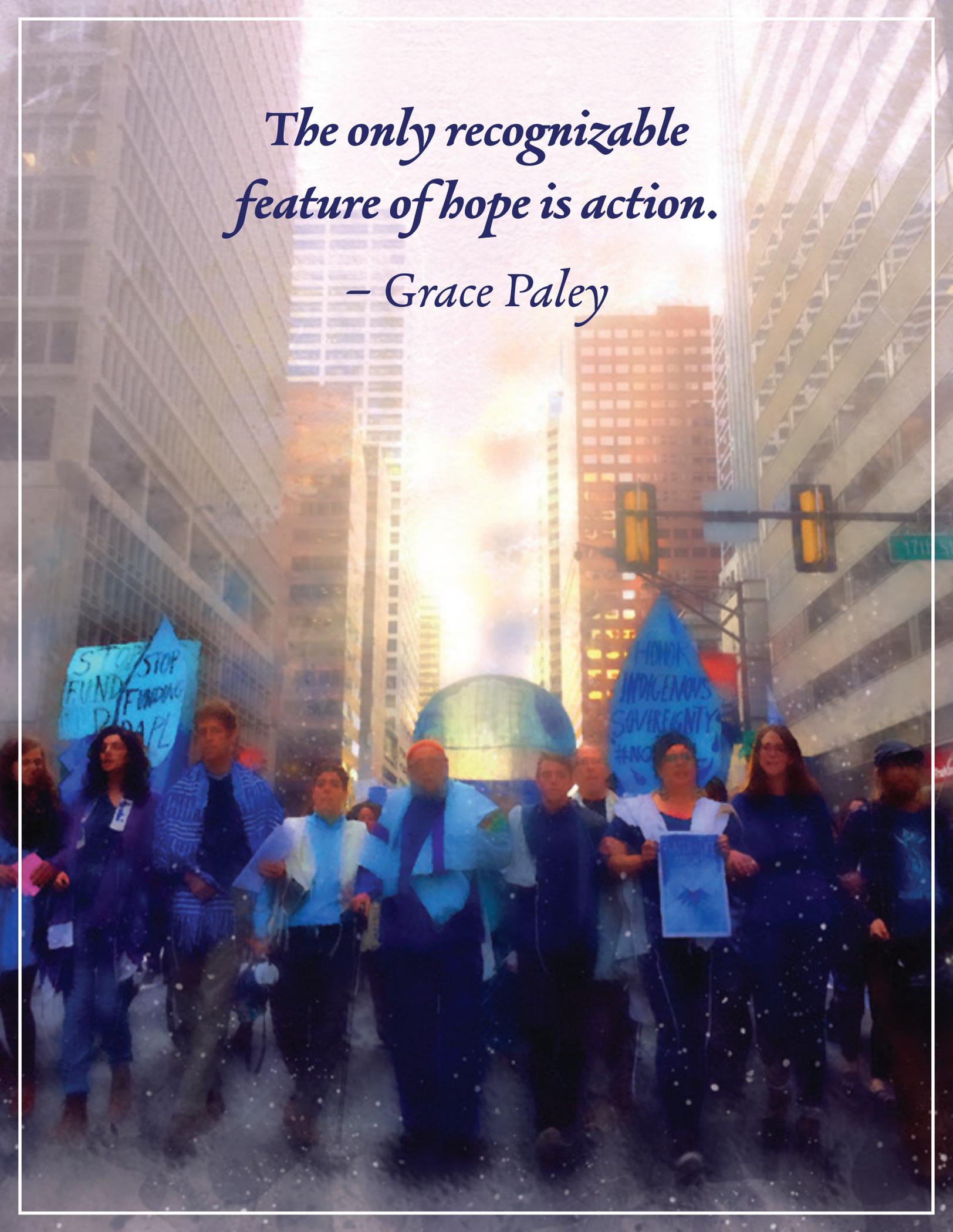


*The only recognizable  
feature of hope is action.*

*– 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.**