



The Jewish Federations®  
OF NORTH AMERICA

ISRAEL  
ACTION  
NETWORK

Project in  
partnership with JCPA

## Israel Action Network: Mobilizing Communities to Counter the Assault on Israel's Legitimacy

Israel today faces an intensive and increasingly sophisticated assault on its right to exist as a sovereign, democratic Jewish state. The Israel Action Network (IAN) is a strategic initiative of the Jewish Federations of North America, in partnership with the Jewish Council for Public Affairs, created to counter this assault and mobilize the organized North American Jewish community to change the conversation about Israel.

Defining and confronting delegitimization, an effort to isolate Israel from the family of nations, is an often difficult task. Delegitimization occurs on many stages, with many voices, and utilizes various tactics, ranging from economic sanctions, including efforts to boycott Israeli products and divest from Israel, to negative messaging campaigns, such as equating Israel with apartheid South Africa. To counter such activities, IAN will serve as the go-to source for communities for the latest information, trends, researched messages, strategies, best practices, and organizing and media tools and campaigns.

IAN launched by partnering with Federations, Jewish Community Relations Councils (JCRCs), allied groups and synagogues to provide:

- **Issue Briefs and Messages** IAN framed the conversation around key issues and messages by leading regular conference calls with policymakers and providing briefing materials to educate and inform communities.
- **Strategy and Tools** IAN provides communities with vehicles for action by leading targeted outreach to consulates and world leaders, as well as providing talking points, op eds, and ads.
- **Targeted Campaigns and Materials** IAN works with Jewish and non-Jewish allies to mobilize campaigns on college campuses, in academic and professional associations, Mainline Protestant churches and in at-risk constituencies including LGBTQ and socially responsible investment.

This is just the beginning. IAN will continue to leverage and maximize the collective ability of JFNA's 153 Jewish Federations and over 300 small non-Federated communities, along with JCPA's 14 national member agencies and 125 local community relations committees/councils to lead the public conversation about the Jewish State. IAN will:

- **Educate, train and implement strategic mobilization plans** in partnership with communities across the country.
- **Provide messages, strategies, materials and campaigns** to communities to counter the delegitimizers and change the conversation on Israel.
- **Build broad support** within the Jewish community and build coalitions and partnerships with non-Jews on college campuses, in churches, among constituencies (women, race and ethnic groups), civil and human rights groups, labor unions and other at-risk groups to promote two states for two peoples living in peace and security.
- **Seed and incentivize community action** through microgrants.
- **Bring partners to Israel** for on-site learning and relationship building so that they may bring Israel back to their communities.

We are a network countering a network. **JOIN US**



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