

# HASBARA FELLOWSHIPS 2017-18 ACCOMPLISHMENTS

Israel Advocacy  
Training Programs

“Bringing Israel to Campus”  
Tabling Campaigns

Social Media Internship

Building Coalitions and  
Relationships w/ non-Jewish  
Groups & Leaders

Fighting BDS & Anti-Israel  
Propaganda

Start-Up Nation  
Technology Fairs



## ISRAEL ADVOCACY TRAINING PROGRAMS

In 2017-18, Hasbara Fellowships brought 125 participants on the Hasbara Fellowships Israel Advocacy Training Program to Israel from 57 universities.

- Participants receive the most in-depth pro-Israel advocacy training in existence in Israel.
- Meet Israeli diplomats, journalists and activists
- Visit borders of Gaza, Lebanon, and Syria
- Tour Jerusalem, Hebron, and Samaria
- Visit hi-tech companies, humanitarian NGO's, and co-existence advocates



HASBARA FELLOWSHIPS

125 participants  
from 57 universities

## “BRINGING ISRAEL TO CAMPUS” TABLING CAMPAIGNS

In 2017-18, we organized 4 campaigns:



**Save a Child's Heart** – highlighting Israel's humanitarian efforts to save the lives of children from third world countries

**90 campuses organized!**



**Israel Peace Week** – highlighting Israel's efforts to achieve peace with her neighbors

**40 campuses organized**



**Faces of Israel** – highlighting the diversity of Israelis

**33 campuses organized**



**People to People, Nation to Nations** -

highlighting Israeli humanitarian aid around the world.

**23 campuses organized**

Each of the campaigns included large displays set up in the middle of campus for all students to see. Pro-Israel students then distributed materials and engaged other students in conversations about the campaign topics. Programming and social media content was also included.



**AISHA**  
is five years old, she is from Zanzibar, and she speaks Swahili.

Aisha is silly, independent, and curious!  
Aisha was diagnosed with congenital heart disease at just two years old. When her parents grew concerned because she frequently turned blue. Because Aisha had no access to care in her home country, she was brought to Israel to receive life-saving heart surgery at the Wolfson Medical Center in Holon in 2017. While in Israel, Aisha also received surgery to correct her eyelid that had previously prevented her from seeing completely in her right eye.

Aisha is one of 4,581 children saved by Save a Child's Heart (SACH), Israel's largest humanitarian organization, with a global mission to provide life-saving cardiac care to children of all backgrounds, regardless of race, religion, ethnicity, gender or financial status, who suffer from congenital or acquired heart defects and have no access to quality care in their native countries. Learn more at [www.saveachildsheart.org](http://www.saveachildsheart.org).



## BUILDING COALITIONS AND RELATIONSHIPS WITH NON-JEWISH GROUPS & LEADERS

Hasbara Fellows on 51 campuses built coalitions and relationships with non-Jewish student groups and campus leaders in 2017-18. These relationships remain crucial in the fight for Israel on campus, and influencing the broader campus communities towards the pro-Israel cause.

A few examples of student organizations that Hasbara Fellows have built relationships with include: College Democrats, College Republicans, Environmental Student Groups, Black Student Unions, Indian Student Groups, Student Government, Christian Student Groups, Filipino Student Club, Latino Student Association

## FIGHTING BDS & ANTI-ISRAEL PROPAGANDA

Hasbara Fellows fought BDS motions at 12 universities in 2017-18, including help defeat BDS at University of Illinois, UC Santa Barbara, Northeastern University, and Ohio State University.

Hasbara Fellows fought other anti-Israel propaganda at 29 additional universities. Anti-Israel propaganda includes “Israel Apartheid Weeks,” “Apartheid Walls,” anti-Israel speakers, anti-Israel articles in the campus newspapers, and more.

BDS motions fought at **12** universities

Anti-Israel propaganda fought at **29** universities



## SOCIAL MEDIA INTERNSHIP

Hasbara Fellowships built a specialized year-long social media advocacy internship to give select students the expertise, knowledge, and tools to become expert social media resources for their Israel group and Jewish community.

The interns learned how to:

- Become experts in branding Israel and creating engaging content
- Engaging and Reaching target audiences in large numbers
- Fighting anti-Israel propaganda online
- Using analytics and increase effectiveness

In total, the interns:

- Reached approximately 70,000 target audience students with pro-Israel content on Facebook.
- Gained 2,534 new target audience likes on the interns' pro-Israel groups' Facebook pages
- Gained 2,223 new target audience follows on the interns' pro-Israel groups' Instagram pages
- Created 9 new pro-Israel Instagram pages



32 likes  
tulane\_tice To #Celebrate70, we'll be sharing some of Israel's accomplishments over the next few days, leading up to #IsraelFest and #YomHaazmaut !! What's your favorite #FunFact about Israel? #RollTICE



36 likes  
ucsb\_ssi This #MemberMonday is dedicated to a very treasured member, Yumiko Ioki (@yumi193)! Yumiko is a third year exchange student from Japan, where she studies Global Studies at Doshisha University (fun fact: The only Japanese University where students can study Hebrew), and is studying religious studies at UCSB for the year!

**27** interns   
**70,000** student reach

## START-UP NATION TECHNOLOGY FAIRS

Hasbara Fellowships organized 13 “Start-Up Nation Technology Fairs in 2017-18 at Universities including Harvard University, Stanford University, UC Berkeley, University of Pennsylvania, Cornell University, and Tufts University.

Each Fair brought 10-15 Israeli hi-tech start-up companies to a university. Students who know very little or nothing about Israel were introduced to Israel’s innovation and entrepreneurship.

Highlights included:

1. Over 2,000 student participants at the Fairs
2. 65 Israeli hi-tech companies participating
3. 79 faculty members actively involved in promoting the Fairs
4. 124 non-Jewish/non-Israel related student organizations and Campus Departments officially co-sponsoring the Fairs.

 13 Fairs  
2000+  
student participants



HASBARA FELLOWSHIPS

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