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COLLEGE CAMPUSES ARE A BATTLEGROUND AGAINST ISRAEL

Throughout the United States and Canada, anti-Israel student groups, with tens of millions of dollars in assistance from Arab countries, have mobilized. The hate groups are making campuses very uncomfortable for Jewish students who are not equipped with the knowledge or skills to defend Israel. Today, Israel is increasingly delegitimized and demonized on campuses via boycotts, divestment movements, anti-Israel speakers, anti-Israel articles in campus newspapers, guerrilla theater such as mock checkpoints and "apartheid walls," and professors who use the classroom as an avenue to denounce Israel.









AMONG COLLEGE AGED AMERICAN JEWS:

Source: Brand Israel Group, June 2017

FOR ISRAEL

DECREASE IN SUPPORT

INCREASE IN SUPPORT FOR PALESTINIANS

HASBARA 5

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HASBARA **FELLOWSHIPS IS** LEADING THE FIGHT FOR ISRAEL ON CAMPUS AND BEYOND.

OVER 250 HASBARA FELLOWS ON 100 CAMPUSES

175 HASBARA FELLOWS IN LEADERSHIP **POSITIONS ON CAMPUS**

OVER 150 HASBARA ALUMNI NOW PROFESSIONALS IN PRO-ISRAEL **ORGANIZATIONS**

OUR STRATEGIC APPROACH

MANY PRO-ISRAEL ADVOCATES HAVE PASSION, BUT IT IS CRUCIAL THAT THIS PASSION IS FOCUSED ON BEING EFFECTIVE, HASBARA FELLOWSHIPS CORE STRATEGIC PRINCIPLES INCLUDE:



Speaking to our Target Audience, not Ourselves. We train our Fellows to reach out to the "undecided" students and give them guidance in how to speak with them in ways that will resonate.



Going to Where our Audience is, not Expecting them to come to us. We teach our students to bring



Focusing on Impact, not Activity. If we don't achieve our goals. Hasbara Fellowships trains our Fellows to determine target audiences, messages, tangible goals and strategies before deciding on



Being Pro-Active, not Reactive.

We don't train our Fellows to explain what Israel isn't - rather to inspire their peers about what Israel is - a nation of values, decency, and striving to make the world a better place.

TRAINING **LEADERS** FOR ISRAEL.

IN ISRAEL.

ISRAEL ADVOCACY TRAINING

Hasbara Fellowships is educating and training the leaders for Israel on campus today, as well as the future leaders for the Jewish People beyond campus. Hasbara Fellowships is the largest and most comprehensive Israel advocacy training program to Israel for North American university students. This investment in intensive leadership training has proven to produce leaders who are standing up for Israel on campuses.

While various organizations organize pro-Israel weekend conferences and seminars in the United States throughout the year, Hasbara Fellowships is unique in that:

- It takes place in Israel. While we can teach students information and talking points anywhere, we can only create Ambassadors for Israel with the necessary motivation, confidence and personal connection in Israel.
- It is 16 days long, making it by far the most in-depth Israel Advocacy Training available.

940 OF FELLOWS FELT MORE CONFIDENT TO ADVOCATE FOR ISRAEL

HOURS OF ADVOCACY TRAINING ON PROGRAM

OVER 3,500 STUDENTS TRAINED SINCE CREATED, IN CONJUNCTION WITH **ISRAEL'S MINISTRY OF FOREIGN AFFAIRS IN 2001.**

THE HASBARA FELLOWSHIPS PROGRAM INTRODUCED ME TO NEW LAYERS OF THE ISRAELI-ARAB CONFLICT. THE KNOWLEDGE AND SKILLS I **ACQUIRED WILL ALLOW ME AND** MY PEERS TO PERMANENTLY TRANSFORM ISRAEL FROM A TABOO TERM TO A CAUSE FOR CELEBRATION THROUGHOUT OUR UNIVERSITY.

ARI SPITZER, NEW YORK UNIVERSITY



A PERFECT COMBINATION OF STRATEGIC AND PRACTICAL.

ISRAEL ADVOCACY TRAINING

Hasbara Fellowships participants are selected based on demonstrated desire and ability to become Israel activists on their campuses. A student who has shown involvement in pro-Israel activities and is interested in taking on a leadership role, but feels lacking in their knowledge and experience, is the ideal candidate.

STUDENTS FROM CAMPUSES
THAT ARE CURRENTLY OR
WILL POTENTIALLY
ENCOUNTER BDS AND/OR
ANTI-ISRAEL PROPAGANDA
ARE GIVEN PREFERENCE

THE HASBARA
FELLOWSHIPS ISRAEL
ADVOCACY TRAINING
PROGRAM IN ISRAEL
INCLUDES THE
FOLLOWING
CURRICULUM: >

UNDERSTANDING OF ISRAEL'S STRATEGIC THREATS INCLUDING VISITING IMPORTANT SITES LIKE:

- ► Israel's borders with Syria and Lebanon (to also discuss Iran and Hezbollah)
- ► Israel's border with Gaza, including visiting the Israeli city Sderot
- A strategic tour of Jerusalem
- ► Gush Etzion and Hebron

EXPOSURE TO ISRAELI PROJECTS THAT ENHANCE QUALITY OF LIFE AROUND THE WORLD INCLUDING:

- ► Humanitarian projects like Save a Child's Heart
- ► Environmental projects like MASHAV's agricultural center
- ► Hi-tech start-up companies

UNDERSTANDING OF CURRENT ISSUES SUCH AS THE PEACE PROCESS, INCITEMENT IN PALESTINIAN SOCIETY, DIVERSITY AND MINORITY RIGHTS IN ISRAEL, AND THE US-ISRAEL

- RELATIONSHIP THROUGH:
- ► Political briefings at the Ministry of Foreign Affairs and Knesset
- Meetings with journalists, think tanks and other experts including Dore Gold, Khaled abu Toameh and Itamar Marcus

PRACTICAL COMMUNICATION TRAINING FROM EXPERTS SUCH AS:

- ▶ Headline Media, a media consulting firm that trains Israeli diplomats
- ► A public speaking workshop
- ► Role playing sessions

PRACTICAL ADVOCACY TRAINING INCLUDING WORKSHOPS ON:

- ► Effective social media use for Israel advocacy
- ▶ Building relationships and coalitions with non-Jewish organizations/leaders
- Outreach to campus media
- ► Strategic planning, goal setting and effective implementation

TRAINING TO DEFEAT BDS & ANTI-ISRAEL PROPAGANDA ON CAMPUS INCLUDING:

- Understanding the Anti-Semitic BDS movement and activities
- ► Case studies of campuses that successfully defeated BDS
- ► Getting involved with student government
- ► Creating anti-BDS social media campaigns
- ▶ Understanding what messaging is most effective in battling BDS
- Reaching out to vulnerable minority groups on campus
- Visiting Israeli companies that employ Palestinians
- ➤ Visiting organizations that highlight Arab rights and opportunities

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"

Hasbara Fellowships gave me the tools to be an effective Israel activist on campus, as well as a warm and loving family of campus activists and advisors. Through Hasbara I was able to foster leadership skills that have helped me flourish as SSI President at Minnesota.

Sami Rahamim, President of Students Supporting Israel at University of Minnesota 66

A trip like Hasbara Fellowships is incredibly important because there is nothing like it out there. I was exposed to so many perspectives and stories throughout the trip that I will able to bring back to my campus. I now feel a responsibility to protect my country on campus and Hasbara has given me to tools to successfully do just that.

Dana Benavi, UC-Davis

I went on Hasbara Fellowships after a year full of problems for the pro-Israel community on my campus, including the inability to engage new students. Upon returning home, myself and another Hasbara participant decided to create a new pro-Israel group on our campus - SSI. Each step of the way forming this new group, I have thought back to my lessons learned from Hasbara Fellowships, including how to engage new students.

Josh Jacoby, Founder and President of Students Supporting Israel at UC Irvine 56

Before going on Hasbara Fellowships I did not have the adequate skills and knowledge to properly represent Israel. Hasbara Fellowships provided me with the unique opportunity to not only gain all the necessary knowledge, but also a network of incredible friends and support from campuses all over North America. I now feel more confident in representing Israel on campus and feel that I have the proper tools and skills to back up my passion for Israel.

Noa Mecica, Ryerson University

FORMING COALITIONS WITH NON-JEWISH LEADERS AND ORGANIZATIONS IS CRITICAL.

SUPPORT BACK ON CAMPUS

A key aspect of successful campus Israel advocacy is building relationships and coalitions with campus leaders and prominent organizations having nothing to do with Israel or Jewish life. The majority of university students have little knowledge or opinion about Israel and so engaging them poses a challenge. Traditional programming usually does not attract them.

Coalition building involves identifying groups with specific interests and engaging them based on those interests. Coalition building is therefore an effective way to engage large numbers of apathetic or uninformed students at once.

Fellowships in recent years has been the Milstein Coalition Building Initiative Grant. The grant gives needed funding to student initiatives that focus on Relationship Building and Coalitions.

Students apply for the grant through a proposal that details their programming/ activity idea and goals. The grant has become an important factor in encouraging students to think beyond their circle of like-minded peers. Additionally, by Hasbara Fellowships offering this grant, students turn to Hasbara staff for guidance and advice on how to best implement these types of coalition building activities.

80 NON-JEWISH STUDENT ORGANIZATIONS PARTNERED WITH HASBARA FELLOWS ON PRO-ISRAEL INITIATIVES.

HERE ARE A FEW EXAMPLES:

COLLEGE DEMOCRATS

COLLEGE REPUBLICANS

ENVIRONMENTAL STUDENT GROUPS

BLACK STUDENT UNIONS

INDIAN STUDENT GROUPS

STUDENT GOVERNMENT
CHRISTIAN STUDENT GROUPS
FILIPINO STUDENT CLUB
LATINO STUDENT ASSOCIATION







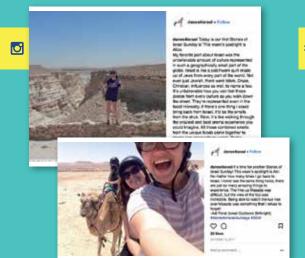


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SOCIAL MEDIA TRAINING ARMS CAMPUSES FOR THE **ONLINE BATTLE** AGAINST ISRAEL.

SUPPORT BACK ON CAMPUS







College students spend a disproportionate amount of time on social media platforms.

While traditionally pro-Israel advocacy in the "public sphere" has focused on the campus quad and student union, today students can be found and impacted more online.

HASBARA
FELLOWSHIPS HAS
LAUNCHED A SOCIAL
MEDIA INTERNSHIP

IN 2017-18
HASBARA
HAD 25 SOCIAL
MEDIA INTERNS.

The internship includes in-depth social media training, individualized goal setting for each intern, support in implementing their plans and coordinated social media campaigns the interns could work on together.

EACH INTERN WAS IN CHARGE OF SOCIAL MEDIA FOR THEIR PRO-ISRAEL CAMPUS **GROUP. THIS MEANS** THAT HASBARA FELLOWSHIPS ISN'T **JUST TRAINING AND GUIDING 25** INDIVIDUAL STUDENTS TO BE EFFECTIVE IN SOCIAL MEDIA, BUT **WE ARE GUIDING** 25 CAMPUSES TO BE EFFECTIVE.



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OUR CAMPAIGNS PROMOTE FOCUSED MESSAGES ACROSS MULTIPLE TOUCHPOINTS.

SUPPORT BACK ON CAMPUS

MULTI-PRONGED, MESSAGE BASED CAMPAIGN

Instead of a single program that is often done in a vacuum, "campaigns" allow students to communicate a message on campus through programming, displays, materials distribution, social media and campus media.

Hasbara Fellows set up these Campaigns in the middle of campus, engaging hundreds of new students about topics that millennials care about. Instead of waiting for students to come to us, Hasbara Fellows are going to where these students are at." IN 2017-18, 210 PRO-ISRAEL CAMPAIGNS REACHED OVER 25,000 STUDENTS.

A FEW EXAMPLES INCLUDE:



"THINK GREEN. THINK BLUE"

A CAMPAIGN ABOUT
ISRAEL'S ADVANCEMENTS IN
ENVIRONMENTAL TECHNOLOGY.

"PEOPLE TO PEOPLE. NATION TO NATION."

A CAMPAIGN ABOUT ISRAEL'S HUMANITARIAN PROJECTS AROUND THE WORLD, INCLUDING IN AFRICA, ASIA AND LATIN AMERICA.



"ISRAEL PEACE WEEK"

A WEEK LONG, POSITIVE
EDUCATIONAL CAMPAIGN ABOUT
ISRAEL'S DESIRE AND SACRIFICES
FOR PEACE. IPW WAS ORGANIZED
ON 50 CAMPUSES IN 2017.

START UP NATION **TECHNOLOGY FAIRS REACH NEW** AUDIENCES.

SUPPORT BACK ON CAMPUS

In partnership with Israel Ideas, Hasbara Fellowships has brought "Start Up Nation Technology Fairs" to 37 Universities. Universities have included: Harvard, Princeton, Yale, UC Berkeley, University of Pennsylvania, and NYU. The goal of the Fairs is to reach a wide-range of students interested in business, innovation and entrepreneurship, and introduce them to Israeli start-up companies. Hundreds of students attend each Fair, which also offers internships with Israeli companies.

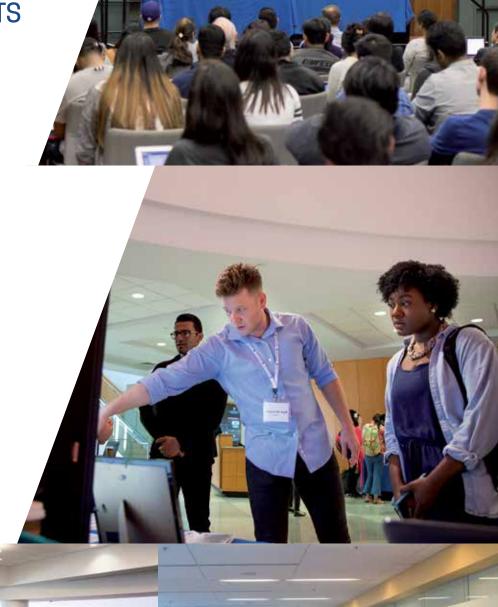
Each fair has approximately 15 Israeli hi-tech, startup companies present in a large trade-show format. Other exciting aspects of specific Fairs include networking events, "Shark Tank" panels, and key note speakers.

The Fairs aim to engage and educate businessrelated University students about Israel in a pro-active "beyond the conflict" manner. With BDS and other anti-Israel propaganda dominating the narrative about Israel on campus, the Start Up Nation Tech Fairs aim to bring Israel to campus in a positive and productive manner.

"START UP NATION TECHNOLOGY FAIRS" AT 37 UNIVERSITIES **OVER 6,000 STUDENTS** ATTENDED FAIRS

151 FACULTY **INVOLVED IN FAIRS**

218 NON-JEWISH STUDENT **ORGANIZATIONS** AND UNIVERSITY **DEPARTMENTS CO-SPONSORED FAIRS**



ARTUP NATION

ARMING OUR FELLOWS TO FIGHT **BDS AND ANTI-ISRAEL** PROPAGANDA.

SUPPORT BACK ON CAMPUS

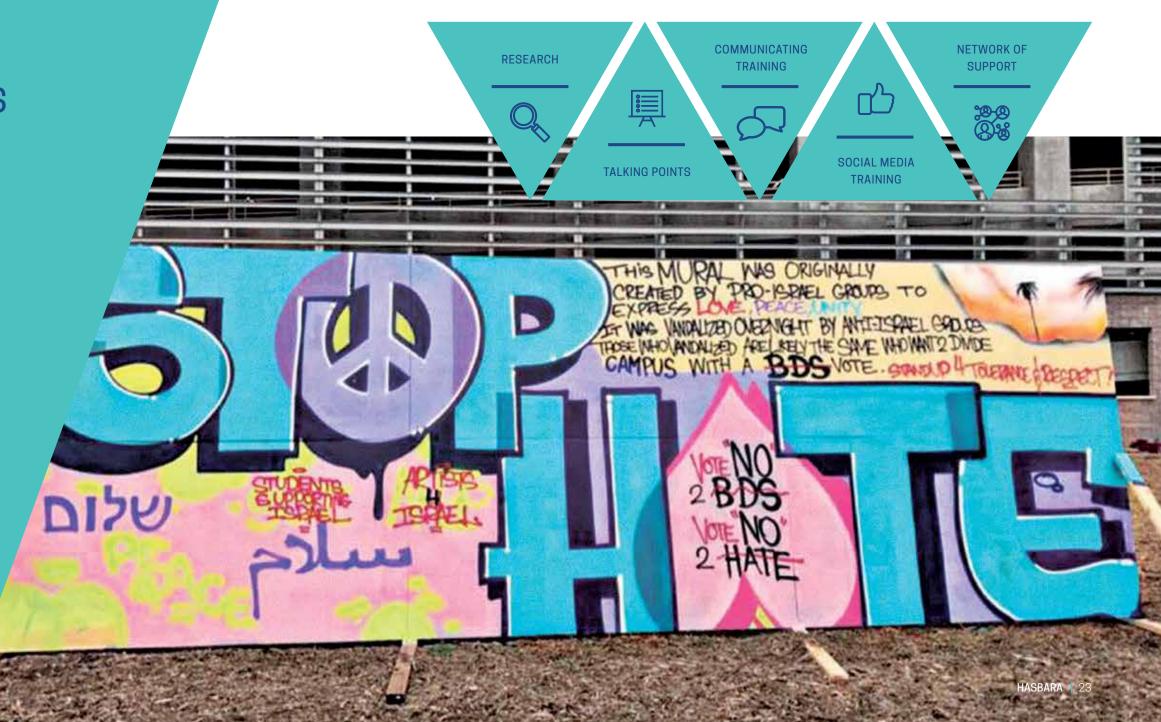
In North America, the front-line of the battle for Israel's image has been on university campuses. Anti-Israel and anti-Semitic rhetoric and activities have occurred at varying degrees on almost every major campus in North America. A few examples include:

- ATTEMPTS TO PASS BDS/DIVESTMENT RESOLUTIONS AGAINST COMPANIES DOING BUSINESS WITH ISRAEL, THROUGH STUDENT GOVERNMENT BODIES.
- "ISRAEL APARTHEID WEEK" BEING ORGANIZED ON **NEARLY 30 CAMPUSES.**
- ► A REGULAR ONSLAUGHT OF ANTI-ISRAEL SPEAKERS. FILMS, EVENTS AND CAMPUS DISPLAYS THAT PAINT ISRAEL IN THE WORST POSSIBLE LIGHT.

Hasbara Fellowships trains and supports its students to stand up to anti-Israel propaganda on campuses. Our students have fought against BDS on campuses across California, as well as other problematic schools across the United States and Canada.

IN 2017-18, HASBARA FELLOWS FOUGHT BDS AND ANTI-ISRAEL PROPAGANDA ON 41 CAMPUSES

HASBARA FELLOWSHIPS TRAINS AND SUPPORTS ITS STUDENTS THROUGH:



ONE STORY FROM AMONG THE MANY.

SUPPORT BACK ON CAMPUS

UNIVERSITY OF CALIFORNIA SANTA BARBARA

Hasbara Fellows Gabriella Shofet, Sophie Sigel and Eidan Shalom are active pro-Israel leaders at University of California, Santa Barbara. On their campus, Students for Justice in Palestine (SJP) hosted an "Israel Apartheid Week". After extensive debate and pushback, SJP was forced to remove distorted maps and false quotes from their display

During that same week, the pro-Israel community's mural of peace and positivity was defaced. The students used this as an opportunity to showcase the hatred of the BDS movement.

After a focused effort, the students successfully beat BDS. They focused efforts on lobbying senators and doing all that they could to discredit the BDS platform. The results of the vote were telling: O for, 7 abstentions, and 16 no's.



GABRIELLA SHOFET

OVER 150 HASBARA FELLOWSHIPS ALUMNI HOLD PROFESSIONAL POSITIONS WITH ISRAEL AND JEWISH ORGANIZATIONS.

ILAN SINELNIKOV

PRESIDENT AND FOUNDER - STUDENTS SUPPORTING ISRAEL (SSI)

"In 2013 I joined the 16 days long Hasbara Fellowships advocacy program to Israel, which impacted and enriched my knowledge tremendously.

Today, as SSI is present on over 40 campuses across North America, I constantly encourage SSI activists to join the Hasbara program to Israel in order to become better leaders on campus. We work together with Hasbara, because the Israel program provides students with great training and resources to bring back to campus. For me, what started 4 years ago in Minnesota with the first SSI and continued at the Hasbara program to Israel, is now an amazing partnership between our two organizations."



JAY FELDMAN

MANAGING DIRECTOR OF ALPHA EPSILON PI FOUNDATION

"The Hasbara Fellowships program gave me more than tools to advocate for Israel. It made Israel an integral component to my Jewish identity and was a catalyst in my decision to pursue a career in Jewish communal service. My professional work has since remained tied to Jewish life on campus and Israel education, and I consistently recommend Hasbara Fellowships as one of the most pivotal Israel advocacy training programs available to student leaders."

DAVID KEYES

SPOKESMAN FOR ISRAELI PRIME MINISTER BENJAMIN NETANYAHU

"As a past participant myself, I know first-hand the importance of Hasbara Fellowships and the training the organization provides student leaders to stand up for Israel on their campuses. When I was a student at UCLA and came to Israel on Hasbara Fellowships, I received practical communications and advocacy training that I utilize today working for the Prime Minister. This is why I make it a top priority to speak with the Hasbara Fellowships groups that come to Israel."



Hillian N. 26 | HASBARA

GILAD SKOLNIK

EXECUTIVE DIRECTOR OF HILLEL AT NORTHEASTERN UNIVERSITY

"I truly think that Hasbara was one of the most valuable college experiences that I had. I reached tens of thousands of students through my op-eds in the Daily Collegian, and more through pro-Israel events that I organized, one on one discussions and my work in the IDF. All of this was either a direct result of Hasbara Fellowships training or due to a spark that was lit during the Fellowships. I went on several organized programs to Israel and this by far was the most useful and practical."



HALI HABER

DIRECTOR OF CAMPUS PROGRAMMING AND STRATEGIC RELATIONSHIPS

"In 2013, I went on the Hasbara Fellowships trip. I had previously been on but I still really didn't know anything about the history of Israel or the conflict that follows her. Hasbara Fellowships gave me the necessary tools to return and head the Israel group on my campus. It gave me the confidence to stand up for Israel against her oncampus enemies. And the network of friends that I still work with daily to advocate for Israel. The trip really led me to where I am today."

MEET OUR L75 CAMPUS



President of Israel

LA Valley College

University of

Wisconsin,

Committee at Hillel



Andrew Valentine

Avidan Rothman

President,

Montclair

Binyamin Radensky

CCNY

Treasurer of SSI

Montclair Hilel

VP of SSI



President - Israel Committee University of



Ari Michelson

Bears for Israel

UC Berkeley

President of

San Fransisco

Outreach Chair,

Spartans for Israel

Michigan State

Israel Club

Alexandra Renard Member, SSI SDSU

Ari Spitzer

Realize Israel

Deputy Speaker:

Brooklyn College

Student Goverment

Brooklyn College

Benzaquen

Social Media,

York University

VP Communication

Political Event Chair, Vice-President of



Hillel Board member Chair of Marketing University of Massachusets,

Ariela Karmel

President, UBC

University of

Ben Kern

Rutgers

President of

Rutgers Hillel

Carrie Bohn

Hillel - Israel

University

Programming Chair

Kennesaw State

Israel Forum at

Israel On Campus

British Colombia

Amherst



Northeastern

Founder and

President-SSI

Georgia State

Outreach Chair,

Exec of SSI at

Claremont

UCLA

Bruins for Israel

Alli Glushanok Huskies for Israel











































VP of Auggies

UC Davis



Mottahedeh

for Israel

Co-founder and

President of This

President-Bears

UC Berkeley

President of SSI

Lior Naftali

McMaster

University

SDSU

VP of Education

Owls for Israel

Layla Jaffe

CatPac

Arizona

Maia Sirkin

President of Hillel

UC Monterey Bay

Executive member VP of Bearcats

Finance Chair, Bears Monterrey Bay

of Israel On Campus for Israel

Vice President-

University of

Is Israel University Florida Atlantic

Co-President/Co-VP Finance, UBC Founder of Israel Club Israel On Campus Univesity of Guelph- University of British Colombia



of AFPi

Concordia

Jordan Metcalfe

Executive of JLIC,

McGill University

Member IOC

Leah Avni

Hillel Israel

University

Engagement Intern

Florida Atlantic

Malcolm Wilhem

Executive of Olam

Israel Club

Toronto

University of

President of

Ohio State

Mishelanu at Ohio

University of Realize Israel

Calgary/ Mt. Royal NYU

Director of

Canadians for Israel Communications for York University

Vice President,

Committee

University of

Israel Awareness

Leah Grynsztein

Social Outreach

Chair, Shalom FIU

International

Marlie Cymberg

Hillel Systems

Coordinator

University

Mike Nashen

Concordia

University

VP Outreach of

Israel on Campus

Sonoma State

University

Florida

VP. Hasbara

President of SIA

Alliance) and Social Sonoma State

Maxine Weisenfeld Melissa Nahin

(Smith Israel

Media for SAFI

Leah Khodak

VP Programming,

Hasbara at York

York University

Coalition building

chair of SAFI

University of

Massachusets,

Miriam Schwatz

President of

Bulldogs for Israel

Brooklyn College

President of Israel

Leora Ghadoushi

The Berkeley Law

law and Israel

Studies Fellow

UC Berkeley

Institute of Jewish

President of Emory

Students for Israel

Emory

University

President of Miami

Board of Tamid

of Ohio

Executive of

Committee

University of

Liem Cohen

Bears for Israel

UC Berkeley

Meyer Grunberg

Vice President

International

Mitch Consky

Opinion Editor for

University of

student newspaper

Shalom FIU

Florida

Social Media Chair.

Israel Awareness

Ottowa/Carelton

Miami University

Students for Israel, UC Irvine

Student Senator

President of SAF

Massachusets,

University of

Lilv Richman

Kent State

President of

Dragons for Israel

Moises Mizrahi

for Israel

UCLA

Director of Internal

Engagement-Bruins

Drexel University

at SSI

Israel Org Affiliate

Amherst

Executive -



of SSI

Pace University





UCLA

Miriam Sernik

liason of SAFI

Massachusets.

Executive Board, SSI Secretary and SGA

Ryerson University University of











Bruins for Israel Drexel University UCLA



Rutgers University FSU

Braaten

Arizona State

Sami Rahamim

University of

Minnesota

Israel

Co-Pres of Gopher

Shane Hamilton

President of Canes Canadians for Israel President of Israel

University of

University of Miami Calgary/Mt. Royal University of

Tal Greber

for Israel

VP Programming-

Emory Students

Founder/President

University of

Toronto

Outreach Hashara of Olam Israel Club

Executive Member, Founder and

University

President of

Rutgers Hillel

University of

Massachusets,

Samantha Busev

Outreach Chair-

University of

Central Florida

Seth Manilove

Hillel President/

Sunny Nayberg

Outreach Chair in

Wayne State

University

VP Student

York University

Students for Israel

Knights for Israel



Co-President of Israel on Campus Queen's University

Rena Silver

President, Hasbara

York University

Sammie Jacobs

Co-President of

Israel's CWRU

Case Western

Shanel Jacobs

Talia Raoufpur

Radio Host of

Yoni Aharoni

President - Great

Danes for Israel

University of

Albany

Campus Radio

Club

(Israel Club)

University



Student government representative University of

Maryland

Rivka Khodak

Samuel Carbunaru

Co-founder and VP

Shayna Goodman

Indiana University

President of SSI

Talia Sherman

VP Wildcats for

Univesity of

Voni Hammerman

VP of Bearcats

Binghampton

for Israel

Israel

Arizona

of This is Israel

University of

Florida

Executive Board, SSI Founder and

Ryerson University President- Eagles

for Israel

Sapir Fellus

Committee

University of

Vice President.

Israel Awareness

Sophia Weinstein

of EIPAC

Tamar Lyons

President, SSI

Vossi Cohen

College

Florida Gulf Coast Cornell



for Israel

President- Dawgs President SSI Ryprenn University of Ryerson University Drake University

Chair of Public

Cornellians for Israel

Relations -

Sara Palgon

of SSI

CCNY

Vice-President

Spencer Zeff

Tatiana Uklist

President of SSI

University of

Houston

Houston

Outreach Chair for President of Tufts

Emory Students for for Israel

Israel, and on board **Tufts**



Committee

President of AEPi

University of

Wisconsin,

Sarah Edery

Head of Israel

VP Student

Hasbara

President-

Founder of Israel President-Emory





for Israel



President, Boston University Students



Boston University





















President-Shalom

Outreach External,

York University



Toby Dresdner Tyler Weiss Founder and President of Israel



University of Rochester







IlliniPac

Exec Leader in Israel VP of U Buffalo Committee Santa Monica City Buffalo

Ryerson University at University of

Illinois

Zach Sandler Board member. University of

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President-Pirates

East Carolina



McGill University













Executive in SSI



General member of GMU Israel Student Association, President of AEII George Mason







planning for SAFI University of

















On Campus McGill

McGill University

yracuse for Israel



Social Media Chair of President of UR University of

faith Student Board

Concordia

Secretary of SSI

Member, SSI

Founder and

Club Franklin and



Ohio State



President of Hillel

President of HFI -

University of

Hillel Rutgers

Huskies for Israel

Northridge

Buckeyes for Israel Hasbara at York York University

Member, SSI and

IlliniPac University

Secretary of BUZO

President of SSI

Knights for Israel

University of

Central Florida







McGill University



UIUC University



















































Students for Israel

Wayne State

University





Committee

AN INVESTMENT IN HASBARA FELLOWSHIPS IS AN INVESTMENT IN THE STUDENT LEADERS **ON CAMPUS AND** BEYOND.



OUR BUDGET

ITEM	COST
ISRAEL ADVOCACY TRAINING	
srael Advocacy Training Program to Israel (150 Students plus 25 staff)	\$650,000
STAFF	
STAFF	
Management - Executive Dir, Managing Dir, Canadian Dir	\$375,000
Regional Coordinators	\$250,000

CAMPUS ACTIVITIES		
Staff Travel to Campus	\$100,000	
Campus Programming and Grants	\$80,000	
Startup Nation Technology Fairs	\$150,000	
Campaigns and Materials	\$50,000	
Online/Social Media Activities	\$25,000	

OTHER EXPENSES		
Office Expenses (rent, phones, supplies, etc.)	\$75,000	
Corporate Expenses (meetings, travel, insurance etc.)	\$50,000	
Development Expenses	\$50,000	
PR/Marketing	\$20,000	

TOTAL EXPENSES

Development Staff

Startup Nation Technology Fairs Staff

Educational and Administrative Support Staff

\$2,350,000

\$235,000

\$120,000

\$120,000



HASBARA FELLOWSHIPS STUDENTS ARE ON THE FRONT LINE OF THE BATTLE FOR ISRAEL ON CAMPUS.

HELP US GIVE THEM THE SUPPORT THEY NEED TO STAND UP FOR ISRAEL.

WWW.HASBARAFELLOWSHIPS.ORG

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CANADA

949 Clark Avenue West Thornhill, Ontario L4J 8G6

ISRAEL

One Western Wall Plaza
Old City. Jerusalem

Other Locations: **BOSTON. CHICAGO.**

LOS ANGELES