



HASBARA FELLOWSHIPS  
Empowering Advocates for Israel



**WE'RE LEADING  
THE FIGHT  
FOR ISRAEL.  
ON CAMPUS  
AND BEYOND**

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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

# 27%

DECREASE IN SUPPORT FOR ISRAEL

# 18%

INCREASE IN SUPPORT FOR PALESTINIANS

# 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:

**1**

**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.

**2**

**Going to Where our Audience is, not Expecting them to come to us.** We teach our students to bring Israel to forefront of the campus in a number of ways and to develop personal relationships with other student organizations and leaders.

**3**

**Focusing on Impact, not Activity.** If we don't know what impact we want, we're not going to achieve our goals. Hasbara Fellowships trains our Fellows to determine target audiences, messages, tangible goals and strategies before deciding on programming and activity.

**4**

**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.

**94%** OF FELLOWS FELT MORE CONFIDENT TO ADVOCATE FOR ISRAEL

**70** 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: ▶

### 1 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

### 2 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

### 3 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

### 4 PRACTICAL COMMUNICATION TRAINING FROM EXPERTS SUCH AS:

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

### 5 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

### 6 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



## WHAT OUR STUDENTS & ALUMNI SAY...

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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

“

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 be able to bring back to my campus. I now feel a responsibility to protect my country on campus and Hasbara has given me the 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

“

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.

One of the most successful initiatives of Hasbara 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

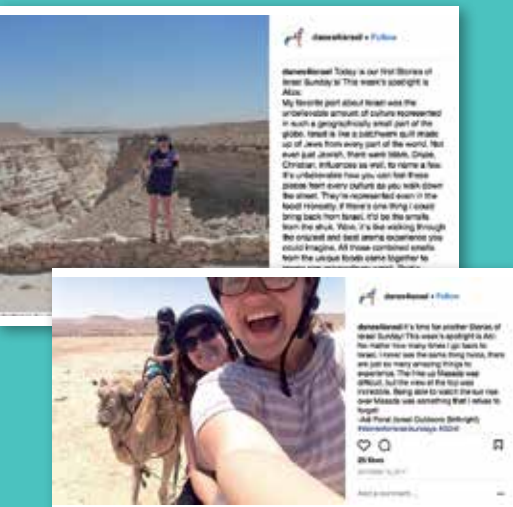
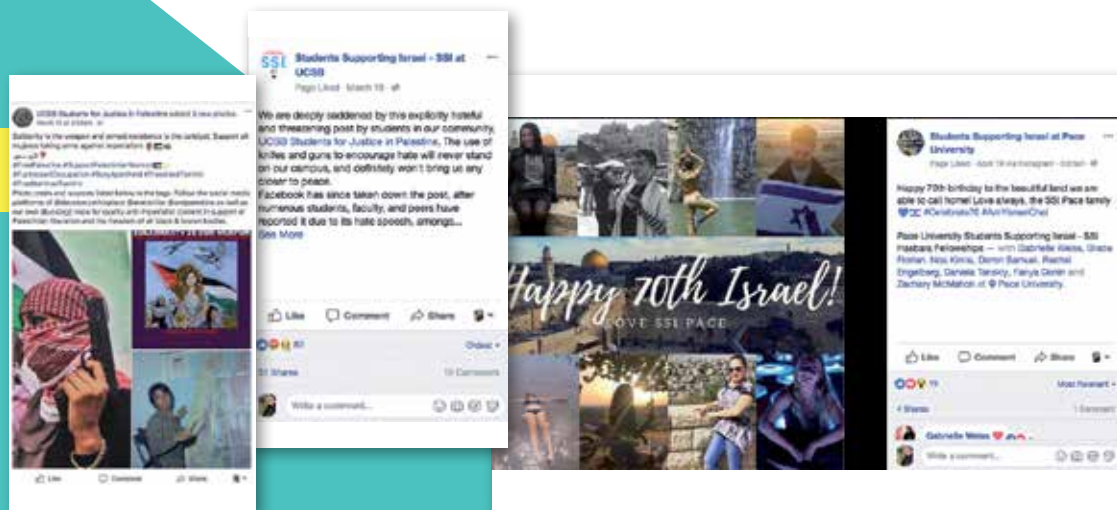
STUDENT GOVERNMENT  
CHRISTIAN STUDENT GROUPS  
FILIPINO STUDENT CLUB  
LATINO STUDENT ASSOCIATION





# 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.



# 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, start-up 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 business-related 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



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

## SUPPORT BACK ON CAMPUS

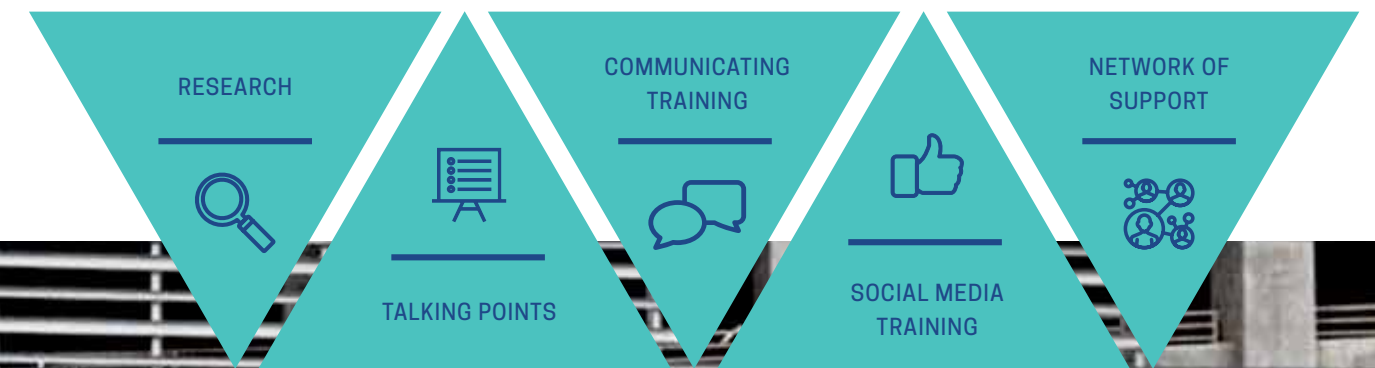
In North America, the front-line of the battle for Israel's image has been on university campuses. Anti-Israel and anti-Semitic rhetoric and activities have occurred at varying degrees on almost every major campus in North America. A few examples include:

- ▶ 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: 0 for, 7 abstentions, and 16 no's.

“

BDS IS NOT A MOVEMENT OF CO-EXISTENCE, IT'S NOT A MOVEMENT OF DIALOGUE, AND IT'S CERTAINLY NOT A MOVEMENT OF PEACE. IT IS A MOVEMENT THAT SIMPLY SEEKS THE END OF ISRAEL. THROUGH MISREPRESENTATIONS AND DISTORTIONS OF FACTS, BDS MOVEMENT SEEKS TO DEMONIZE ISRAEL, THE ONLY JEWISH STATE IN THE ENTIRE WORLD

GABRIELLA SHOFET



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

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."



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."



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."

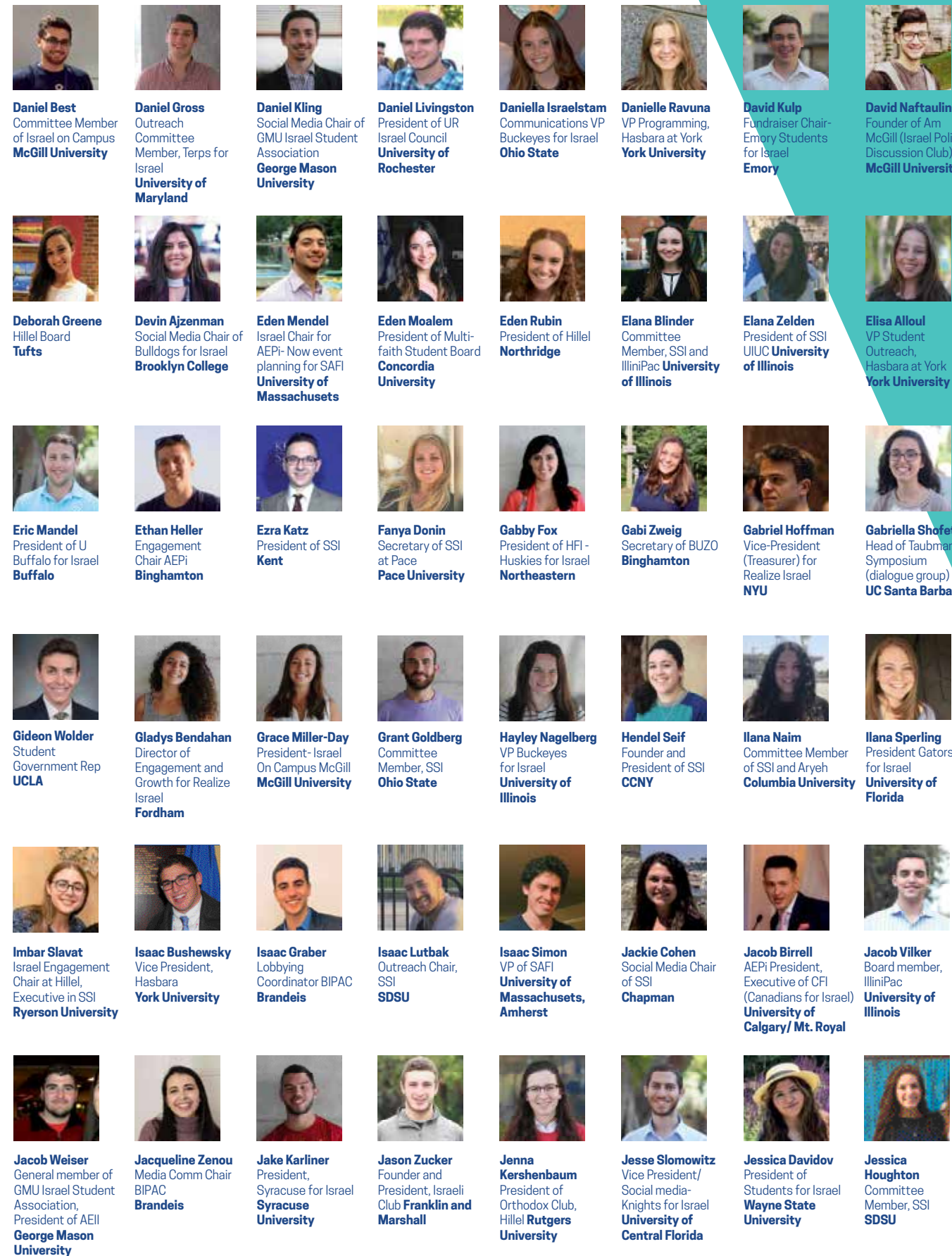


HALI HABER

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 on-campus 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."





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



## OUR BUDGET

ITEM	COST
<b>ISRAEL ADVOCACY TRAINING</b>	
Israel Advocacy Training Program to Israel (150 Students plus 25 staff)	\$650,000
<b>STAFF</b>	
Management - Executive Dir, Managing Dir, Canadian Dir	\$375,000
Regional Coordinators	\$250,000
Development Staff	\$235,000
Startup Nation Technology Fairs Staff	\$120,000
Educational and Administrative Support Staff	\$120,000
<b>CAMPUS ACTIVITIES</b>	
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
<b>OTHER EXPENSES</b>	
Office Expenses (rent, phones, supplies, etc.)	\$75,000
Corporate Expenses (meetings, travel, insurance etc.)	\$50,000
Development Expenses	\$50,000
PR/Marketing	\$20,000
<b>TOTAL EXPENSES</b>	<b>\$2,350,000</b>





HASBARA FELLOWSHIPS  
Empowering Advocates for Israel

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

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

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[WWW.HASBARAFELLOWSHIPS.ORG](http://WWW.HASBARAFELLOWSHIPS.ORG)

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### NEW YORK

313 West 83rd Street,  
New York, NY 10024  
info@hasbarafellowships.org  
+1 (646) 365-0030

### CANADA

949 Clark Avenue West  
Thornhill, Ontario L4J 8G6

### ISRAEL

One Western Wall Plaza  
Old City, Jerusalem

Other Locations:

**BOSTON, CHICAGO,  
LOS ANGELES**

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