



Hasbara Fellowships

Student Leadership Mission to Israel

August 4, 2026 – August 16, 2026

Shalom and Welcome!

We are excited that you joined this Hasbara Fellowships Student Leadership Mission to Israel. This journey is more than a visit — it is a chance to witness and understand the impact of October 7th and the war on Israeli society, the Jewish people, and the world, while exploring what leadership and resilience demand of us in this moment.

Your safety is our top priority, and we will follow the guidance of the IDF Home Front Command throughout the trip. We look forward to learning together, standing together, and strengthening our connection to Israel and to one another. May this mission challenge and empower us to return to campus with knowledge, moral clarity, and the confidence to speak out, lead boldly, and actively stand up for Israel!

Day 1: Tuesday, August 4, 2026 | In Every Generation - The Ongoing War Against Israel

- 12:00pm Arrival at Airport
- 12:45pm Departure Hotel
- 1:30pm Lunch at Hotel
- 3:00pm Hotel Check-in
- 4:00pm ***Welcome and Trip Overview – Michael Eglash & Eric Esses***
- 5:15pm ***Icebreakers & Community Building - Sharing Your Why***
- 6:30pm Dinner at Hotel
- 7:30pm ***Israel After 3 Years of War - Changing Borders - Calev Ben Dor***
- 8:30pm ***Prep for Tomorrow***
- 9:00pm Good Night
 - Overnight in Tel Aviv – Leonardo Gordon Beach Hotel

Day 2: Wednesday, August 5, 2026 | *The Hamas Attacks of October 7th*

- 7:00am Quick Breakfast
- 7:30am Depart to Kibbutz Kibbutz Nahal Oz
- 9:00am ***The Attack on Kibbutz Nahal Oz***
- 10:45am Depart to Nova Festival Grounds
- 11:15am ***Nova Survivor Story – Atir Vinnikov***
- 12:30pm ***Visit Nova Festival Grounds***
- 1:15pm Depart to Sderot
- 1:45pm Lunch at Sderot
- 2:45pm Depart to Beit Hameyasidim
- 3:00pm ***The Attack on Sderot | Sderot Police Station Memorial***
- 3:30pm Depart to Car Graveyard
- 4:00pm ***The Car Graveyard – Remains of October 7th***
- 4:45pm Depart to Depart to Gaza Overlook (Chetz Shachor) and then Hotel
- 6:45pm ***Small Group Processing Sessions – ‘Take Aways’ From Today***
- 7:30pm Dinner at Hotel
- 8:30pm ***Free Evening in Tel Aviv***
 - Overnight in Tel Aviv – Leonardo Gordon Beach Hotel

Day 3: Thursday, August 6, 2026 | *Avigail’s Story, Meeting with Soldiers & Special Photo Exhibit*

- 8:30am Breakfast
- 9:30am ***Choosing Life – Avigail Edan Mor’s Story: Hostage, Age 3 – Ella Mor***
- 10:30am Break
- 11:00am ***Panel with IDF Soldiers***
- 11:45am ***Messaging Strategy of the IDF’s International Spokesperson Office***
- 12:30pm ***Lunch with IDF Soldiers at Hotel***
- 1:30pm Depart to Azrieli Tower
- 2:30pm ***We Shall Rise - Photo Exhibit of Ziv Koren & Noam Chorev***
- 3:30pm Depart to Hotel
- 4:30pm Free Time in Tel Aviv - Dinner On Your Own
 - Overnight in Tel Aviv – Leonardo Gordon Beach Hotel

Day 4: Friday, August 7, 2026 | *Activist Workshop | Depart for Shabbat on Your Own*

- 7:30am Breakfast & Hotel Check-Out
- 8:30am ***Hasbara Fellowships Session #1***
- 9:30am ***Leadership Dilemmas of an IDF Officer - Nehemiah Danzig***
- 11:00am ***Shabbat On Your Own - See you Sunday!***

NO HOTEL ROOMS / NO BOARD | NO PROGRAMMING

Day 5: Shabbat, August 8, 2026 | *Shabbat on Your Own - See You Tomorrow Morning!*

NO HOTEL ROOMS / NO BOARD | NO PROGRAMMING

Day 6: Sunday, August 9, 2026 | Ancient & New “Settlements” in Samaria

- **10:00am** ***The Mission Resumes! Meetup at Savidor Central Train Station, Tel Aviv***
- 10:15am Depart to Peduel
- 11:15am ***Strategic Overlook at Peduel – Visualizing 80% of Israel’s Population***
- 12:00pm Depart to Shilo
- 12:45pm ***Lunch at Shilo***
- 2:00pm ***Tour of Ancient Shilo – The Site of the Mishkan/Tabernacle***
- 3:30pm Depart to Tiberias via The Alon Road
- 5:45pm Arrival to Hotel & Check-in
- 6:30pm Dinner at Hotel
- 7:30pm ***Free Evening in Tiberias***
 - Overnight in Tiberias – Leonardo Club Tiberias

Day 7: Monday, August 10, 2026 | The War in the North - Hezbollah in Lebanon, ISIS in Syria

- 7:30am Breakfast
- 8:30am Depart to Misgav Am
- 9:45am ***Hezbollah at Israel’s Doorstep - Elliot Chodoff***
- 11:00am Depart to Majdal Shams
- 12:00pm ***The Attack on Majdal Shams - Druze Village on Mt. Hermon***
- 1:00pm Depart to Lunch
- 1:45pm Lunch
- 2:45pm ***Syria Today & Israel’s Other October War - Elliot Chodoff***
- 4:30pm Depart to Tiberias
- 6:00pm ***Evening Boat Tour on the Kinneret***
- 7:30pm Dinner at Hotel
- 8:30pm ***Free Evening in Tiberias***
 - Overnight in Tiberias – Leonardo Club Tiberias

Day 8: Tuesday, August 11, 2026 | Minorities in Israel | Welcome to Jerusalem

- 8:30am Breakfast | Hotel Check-out & Load Bus
- 9:30am ***From Anti-Israel to Muslim Zionist IDF Soldier-Yahya Mahamid’s Odyssey***
- 10:30am Depart to Kfar Kama
- 11:00am ***A Visit to Kfar Kama - Israel’s Circassian Community***
- 12:00pm Depart to Lunch
- 1:00pm Lunch
- 2:00pm Depart to Jerusalem
- 5:00pm Hotel Check-in
- 6:15pm ***Hasbara Fellowships Session #2***
- 7:15pm Dinner at Hotel
- 8:00pm Free Evening in Jerusalem
 - Overnight in Jerusalem – Leonardo Plaza Hotel

Day 9: Wednesday, August 12, 2026 | Exploring Judea - Ancient & Modern

- 7:00am Breakfast
- 8:00am Depart to Herodian National Park
- 9:00am **Visit Herodian – Desert Fortress, Palace & Burial Site of King Herod**
- 10:30am Depart to Givat Eitam
- 11:15am **Visit Givat Eitam - A Farm in the Judean Desert**
- 12:45pm Depart to Lunch at Efrat Mall
- 2:15pm Depart to Hebron
- 3:00pm **Visit Maarat HaMachpela - The Cave of the Patriarchs & Matriarchs**
- 4:00pm **Hebron & Its Connection to Us – Simcha Hochbaum**
- 5:00pm Depart to Neve Daniel
- 5:30pm **From the River to the Sea - Strategic Overlook from Neve Daniel**
- 6:30pm Free Evening and Dinner on Your Own
 - Overnight in Jerusalem – Leonardo Plaza Hotel

Day 10: Thursday, August 13, 2026 | Taking Action for Israel - MFA & Activist Training Summit (Passports Required to Enter Ministry of Foreign Affairs | Attire: Business Casual)

- 7:30am Breakfast
- 8:00am Depart to Israel Ministry of Foreign Affairs
- 8:30am Arrival to MFA and Security Check
- 9:15am **Israel's Relationships within the Mideast, & North America & Europe**
- 10:00am Break
- 10:15am **Insights Into Israel's International Diplomacy Efforts - Itay Milner**
- 11:00am **Tour of Israel Foreign Ministry - Unique Documents & Items**
- 12:00pm Lunch at the MFA
- 1:00pm Depart to Begin Center for Activist Summit
- 1:30pm **One Day in Milwaukee - Michael Eglash**
- 2:30pm **Keeping the Media Honest - Honest Reporting**
- 3:45pm Concurrent Activist Workshops - Round I (Choose One)
 - **Working with University Administrators & Alumni - Justin Sherman**
 - **Israel Activist Session - Nova Sari**
 - **Israel's Been Framed - Breaking Conceptual Frames - Eric Esses**
- 4:15pm Concurrent Activist Workshop - Round II (Choose One from Above)
- 5:00pm **Me vs The President of Turkey - Türkü Avcı**
- 5:45pm **Summary and Take Aways**
- 6:00pm Depart to Hotel
- 7:15pm Depart to Festive Dinner
- 7:30pm **Festive Dinner in Jerusalem**
- 9:30pm **Free Evening in Jerusalem**
 - Overnight in Jerusalem – Leonardo Plaza Hotel

Day 11: Friday, August 14, 2026 | The Price of Freedom | Preparation for Shabbat

- 8:00am Breakfast
- 9:00am **Hasbara Fellowships Session #3**
- 10:30am Depart to Har Herzl
- 11:00am **Visit Har Herzl – Israel's Military Cemetery – Stories of Heroes**
- 12:30pm Depart to Shuk Machane Yehuda
- 12:45pm Free Time in Jerusalem and Lunch On Your Own
- 5:00pm Preparations for Shabbat
- 6:00pm Depart to Old City of Jerusalem
- 6:44pm **Shabbat Candle Lighting & Kabbalat Shabbat in the Old City**

- 8:30pm **Festive Shabbat Dinner in the Old City**
 - 10:00pm **Oneg Shabbat at the Hotel**
 - Overnight in Jerusalem - Leonardo Plaza Hotel
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Day 12: Shabbat, August 15, 2026 | *Shabbat in Jerusalem* | *Parashat Shoftim*

- 8-10am Breakfast
 - Morning **Shabbat Time / Services / Free Time**
 - 12:00pm **7 Wonders of Jewish History – Rabbi Elliot Mathias**
 - 1:00pm Lunch at Hotel
 - 2:00pm Break / Free Time
 - 4:00pm **Walking Tour of the Old City**
 - 6:30pm **Seudat Shlisheet at Hotel**
 - 7:15pm **The Mission of Hasbara Fellowships – Rabbi Elliot Mathias**
 - 8:01pm **Shabbat Ends | Havdalah Ceremony**
 - 9:00pm Free Night in Jerusalem
 - Overnight in Jerusalem – Leonardo Plaza Hotel
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Day 13: Sunday, August 16, 2026 | *Program Summary, Evaluation & Departure* | *להתראות*

- 8:00am Breakfast & Hotel Check-out
 - 9:00am **Israel Votes 2026 - An Israel Activist Opportunity - Eric Esses**
 - 10:30am **Final Session - What Are Your Taking Away from this Trip - Discussion**
 - 11:00am Program Evaluation
 - 11:30am **Final Words from Your Staff**
 - 12:00pm **Bus Departs to Ben Gurion Airport** (Boxed Lunches)
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Mission Sponsors and Partners

- **Hasbara Fellowships** brings students to Israel to empower, create change, and foster an incubator environment that inspires adaptable leaders.
 - **IsraelAmbassadors.com** is a pro-Israel initiative created after the horrific October 7, 2023 Hamas attack on Israel with the goal of mobilizing people to *Take Action for Israel*.
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Selected Speaker & Guest Bios (in Order of Appearance)

- Calev Ben-Dor is an experienced Mideast analyst, writer, and educator.
- Atir Vinnikov is a university student who survived the Nova Festival massacre.
- Ella Mor is the aunt of Abigail who was taken hostage on October 7th at the age of three.
- Nehemiah Danzig is an officer in the IDF and led his troops in Kfar Aza, Beeri, Gaza & Lebanon.
- Elliot Chodoff is a strategic and military analyst, IDF officer, and resident of Northern Israel.
- Yahya Mahamid is an Israeli activist, IDF soldier and speaker from the city of Umm Al Fahm.
- Simcha Hochbaum is Director of Tourism and a long-time resident of Hevron
- Turku Avci is a Turkish citizen currently studying Political Science and Communication at the Hebrew University of Jerusalem. She is a influencer and political activist.
- Rabbi Elliot Mathias is the COO of Aish Global and founder of Hasbara Fellowships.

Trip Staff and Organizers

- Alan Levine, Executive Director, Hasbara Fellowships
- Anjali Levine, Operations Integrator, Hasbara Fellowships

- Justin Sherman, Logistics Director, Hasbara Fellowships
- David Vaknin, Regional Advisor, Hasbara Fellowships
- Judith Hahn, Head of Marketing, Hasbara Fellowships
- Nova Sari, West Coast Regional Advisor, Hasbara Fellowships
- Jason Blumenthal, Jewish Educator and Licensed Tour Guide
- Michael Eglash, President of Upstart Ideas | Co-founder of IsraelAmbassadors.com
- Eric Esses, CEO of Upstart Ideas | Co-founder of IsraelAmbassadors.com



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