



END THE
OCCUPATION

US CAMPAIGN TO END THE ISRAELI OCCUPATION



US Campaign to
End the Israeli Occupation

"We aim to change those US policies that both sustain Israel's 42-year occupation of the Palestinian West Bank, Gaza, and East Jerusalem, and deny equal rights for all."

GRASSROOTS ADVOCACY WORKSHOP

Josh Ruebner

National Advocacy Director

US Campaign to End the Israeli Occupation



US Campaign to
End the Israeli Occupation

"We aim to change those US policies that both sustain Israel's 42-year occupation of the Palestinian West Bank, Gaza, and East Jerusalem, and deny equal rights for all."

OUTLINE

- 1) Introduction (15 min.)**
- 2) Communicating Effectively (30 min.)**
- 3) Getting Meetings (30 min.)**
- 4) Pro-Active Ideas (30 min.)**
- 5) Resources (15 min.)**



US Campaign to
End the Israeli Occupation

"We aim to change those US policies that both sustain Israel's 42-year occupation of the Palestinian West Bank, Gaza, and East Jerusalem, and deny equal rights for all."

Why Engage Members of Congress?

- **Grassroots education & pressure works**
- **It's your right—non-profits can lobby**
- **Policy isn't going to change by itself**

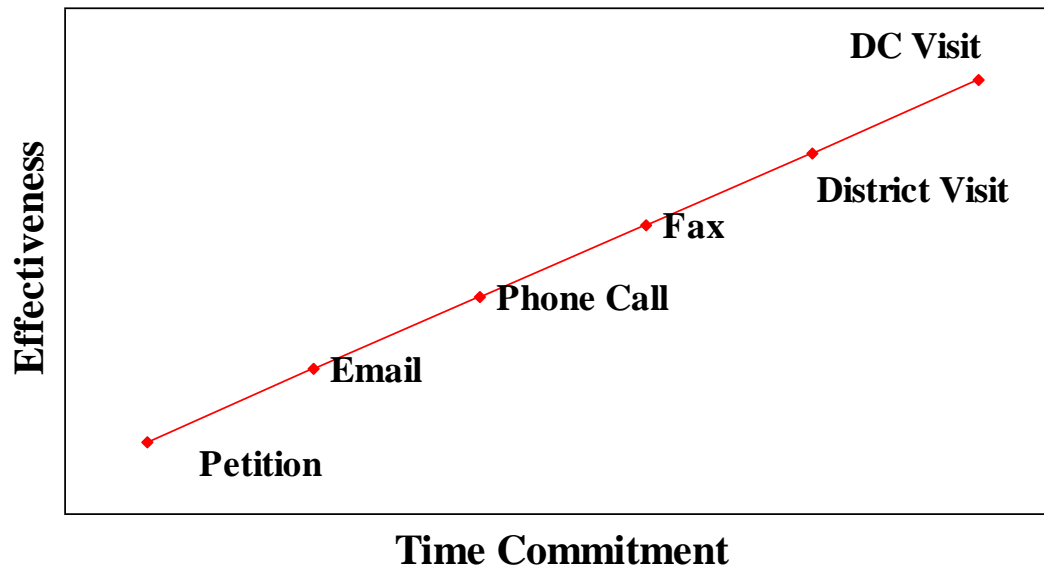


US Campaign to
End the Israeli Occupation

"We aim to change those US policies that both sustain Israel's 42-year occupation of the Palestinian West Bank, Gaza, and East Jerusalem, and deny equal rights for all."

COMMUNICATING EFFECTIVELY WITH MEMBERS OF CONGRESS

Modes of Communication





US Campaign to
End the Israeli Occupation

"We aim to change those US policies that both sustain Israel's 42-year occupation of the Palestinian West Bank, Gaza, and East Jerusalem, and deny equal rights for all."

EFFECTIVE LETTERS

- 1) Keep it short**
- 2) Make "ask" clear & up front**
- 3) Include personal detail**
- 4) Follow up**



US Campaign to
End the Israeli Occupation

"We aim to change those US policies that both sustain Israel's 42-year occupation of the Palestinian West Bank, Gaza, and East Jerusalem, and deny equal rights for all."

ARRANGING A MEETING

- 1) Assemble a delegation**
- 2) Fax a request to the scheduler**
- 3) State the issues**
- 4) Give a time frame**



US Campaign to
End the Israeli Occupation

"We aim to change those US policies that both sustain Israel's 42-year occupation of the Palestinian West Bank, Gaza, and East Jerusalem, and deny equal rights for all."

BEFORE YOUR MEETING...

1) Practice

2) Collect materials

**3) Make sure your clothes are
ironed**



US Campaign to
End the Israeli Occupation

"We aim to change those US policies that both sustain Israel's 42-year occupation of the Palestinian West Bank, Gaza, and East Jerusalem, and deny equal rights for all."

AT YOUR MEETING...

1) Be on time

2) Introduce the delegation

**3) Make your asks-don't
badger**

4) Focus on broader concerns



US Campaign to
End the Israeli Occupation

"We aim to change those US policies that both sustain Israel's 42-year occupation of the Palestinian West Bank, Gaza, and East Jerusalem, and deny equal rights for all."

AT YOUR MEETING...

5) Don't make up numbers

**6) Be disciplined, respectful,
calm**

**7) Take notes & get contact
info**



US Campaign to
End the Israeli Occupation

"We aim to change those US policies that both sustain Israel's 42-year occupation of the Palestinian West Bank, Gaza, and East Jerusalem, and deny equal rights for all."

AFTER YOUR MEETING...

- 1) Tell us about it**
- 2) Send a thank you note**
- 3) Provide requested follow-up info**
- 4) Start ongoing relationship**



US Campaign to
End the Israeli Occupation

"We aim to change those US policies that both sustain Israel's 42-year occupation of the Palestinian West Bank, Gaza, and East Jerusalem, and deny equal rights for all."

PRO-ACTIVE IDEAS

1) Invite Members to events

**2) Send in local press, op-eds,
letters to editors**

3) Sponsor a candidate forum

4) Attend town hall meetings



US Campaign to
End the Israeli Occupation

"We aim to change those US policies that both sustain Israel's 42-year occupation of the Palestinian West Bank, Gaza, and East Jerusalem, and deny equal rights for all."

PRO-ACTIVE IDEAS

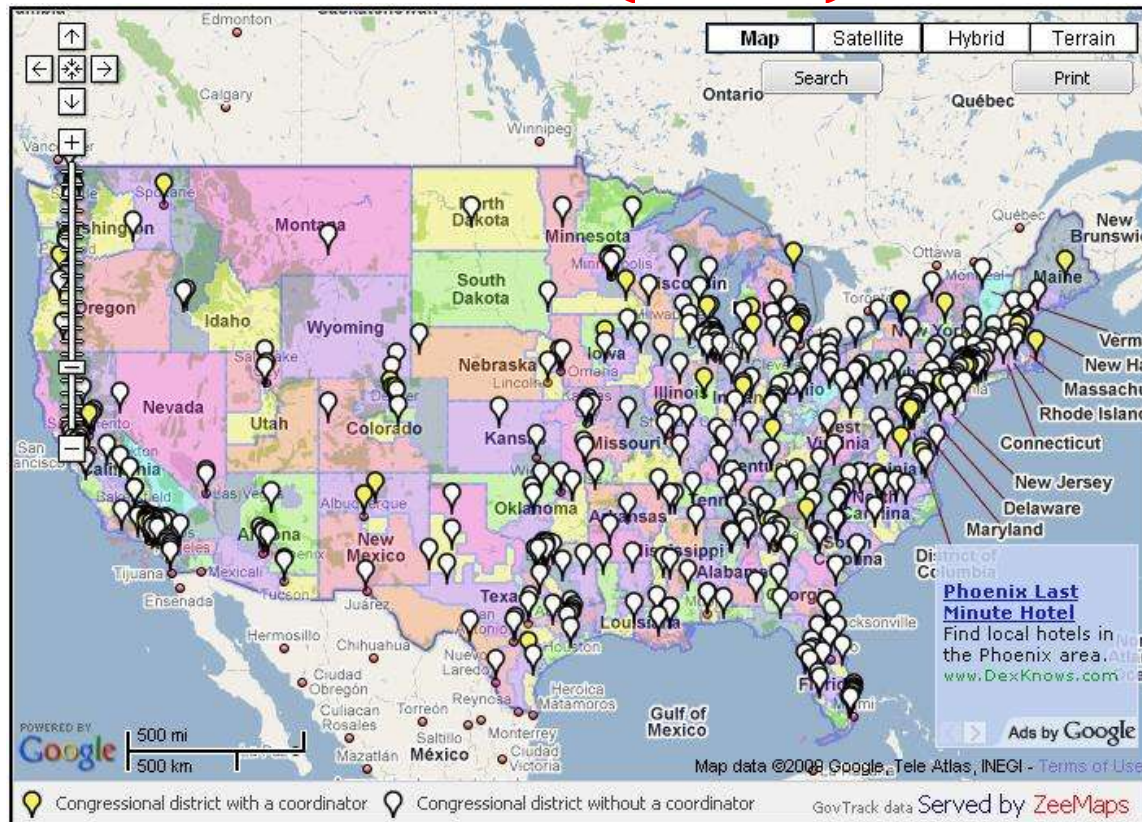
- 1) Join the US Campaign's CDC Network**
- 2) Do Action Alerts**
- 3) Schedule meeting at home**
- 4) Organize DC advocacy day**



US Campaign to End the Israeli Occupation

"We aim to change those US policies that both sustain Israel's 42-year occupation of the Palestinian West Bank, Gaza, and East Jerusalem, and deny equal rights for all."

CONGRESSIONAL DISTRICT COORDINATOR (CDC) NETWORK





US Campaign to
End the Israeli Occupation

"We aim to change those US policies that both sustain Israel's 42-year occupation of the Palestinian West Bank, Gaza, and East Jerusalem, and deny equal rights for all."

RESOURCES

- **Congressional Report Card
(www.endtheoccupation.org)**
- **Thomas (thomas.loc.gov)**
- **CapWiz (www.congress.org)**
- **Center for Responsive Politics
(www.opensecrets.org)**



US Campaign to End the Israeli Occupation

PO Box 21539, Washington, DC 20009

phone: 202-332-0994

email: us_campaign@endtheoccupation.org

website: <http://www.endtheoccupation.org>