

NJ ZOA Advocacy/Activism 'How To':

There are many ways you can help Israel, ranging from simple actions, to significant commitments of time and resources. Almost anything constructive that we do for Israel is helpful, but there are ways to maximize the impact of our actions. Below is a guide for how you can start to help Israel.

5 Ways You Can Help Israel

For many, the most frustrating aspect of the war against the Jewish People, the delegitimization of Israel and advance of radical Islam, is the seeming inability to help. We may not be able to stop every terrorist attack against Israel, on campuses, in the media or at the U.N., but we can combat the lies about Israel and the Jews; we can educate the world, we CAN help! We may not see the immediate results of our actions, but every action we take helps tip the scales away from the lies and toward truth. Here are some simple and practical suggestions so you can start to make a difference.

1) STAY CURRENT ON THE TRUTH – Stay educated and clear on what is really going on. The internet offers a many useful sources for getting an accurate picture of what is really happening in and around Israel. We provide a list of websites that we believe are fair, qualified sources. Make them part of your daily routine; share the information with friends.

2) CHALLENGE BIAS IN THE MEDIA – The media has a powerful influence on public opinion and government policy. When you notice a biased report, or see that facts or context are omitted or distorted, contact the news outlet and object. Be respectful and stick to the facts. Share this with friends and colleagues so they, too, can file a complaint. There is power in the number of responses. Seek out and join groups and organizations that promote unbiased information about Israel. If you're not already a member, consider joining ZOA.

3) SPEAK OUT! – The next time you hear something that is unfair to Israel or to Jews, don't wait for someone else to act. Talk to people. Be an ambassador for Israel by explaining the facts to anyone and everyone who will listen. Your action may very well inspire others to act. Be a catalyst.

4) APPEAL TO GOVERNMENT OFFICIALS – Elected officials and other government leaders need to hear your views. Find out who are your elected officials in the House and Senate - we make this easy, just follow the link on our website. Urge them to take legislative action in support of Israel and against those trying to harm or undermine Israel. Ask them to publicly express their support for Israel. Contact state and local officials and ask them to pass resolutions or issue proclamations in support of Israel. Write a short, personal email with a subject line like "Please Support Israel." Every call, letter, email and fax is counted.

5) BUY ISRAELI PRODUCTS AND SERVICES – Go out of your way to support Israel's economy by purchasing Israeli products like Elite, Telma, Osem and Ahava. Wine from Israel is often recognized in international competitions; try a bottle! (please drink responsibly) Ask your supermarket manager to carry specific Israeli products. Visit www.isralexport.org and check the lists of Israeli products sold in the US and buy them.

In the future, we will share strategies for Effective Strategic Advocacy.

If you have any questions, need help or would like to join our team, contact ZOA NJ:
Phone: 201-528-3677 or email zoanj@zoa.org