



# US Campaign for Palestinian Rights



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# ABOUT BDS

## INTRODUCTION

Boycott, divestment, and sanctions (BDS) is a set of tactics called for by 170 Palestinian civil society organization in the struggle to achieve freedom, justice and equality. Such tactics have a long and storied history in struggles for justice around the world. Palestinians aim to employ them to end international complicity in the Israeli regime of occupation, apartheid, and settler colonialism.

Israel is occupying and colonising Palestinian land, discriminating against Palestinian citizens of Israel, and denying Palestinian refugees the right to return to their homes. Inspired by the South African anti-apartheid movement, the BDS call urges action to pressure Israel to comply with international law. The call upholds the simple principle that Palestinians are entitled to the same rights as the rest of humanity.

Begun in 2005, BDS is now central to a vibrant global movement for Palestinian rights made up of unions, academic associations, churches, and grassroots movements across the world. BDS tactics are having a major impact and are effectively challenging international support for Israeli apartheid and settler-colonialism.

## BDS BASICS

BDS utilizes time-honored, nonviolent tactics to address the violence of Israel's system of domination, tactics that have been used effectively to achieve social change across the globe. Despite attempts to ban or criminalize BDS, boycotts are recognized by the US Supreme Court as a form of political expression protected by the First Amendment.

BDS calls for:

- **Boycotts:** including consumer, cultural, sports, and academic boycotts
- **Divestment:** withdrawing investments from corporations involved in Israeli oppression
- **Sanctions:** government sanctions on Israel

The BDS call is not an open-ended boycott of Israel, but will remain until Palestinian rights are fulfilled. Based on anti-racist and universal human rights principles, the call does not specify whether the solution should be one-state or two-state, but rather that any solution must fulfill the basic rights of the Palestinian people in order to be just and sustainable.

More information on BDS can be found on the BNC website at [bdsmovement.net](http://bdsmovement.net), including useful frequently asked questions at [bdsmovement.net/faqs](http://bdsmovement.net/faqs).



BDS is a rights-based call that outlines three clear goals to achieve freedom,

- 1** An end to Israel's occupation of all Arab lands and dismantling the Wall
- 2** Full equality for Palestinian citizens of Israel
- 3** The right of return for Palestinian refugees



# WHY BDS?

## SHIFTING POWER

BDS has fundamentally transformed the international solidarity movement for justice in Palestine. As a tool of resistance, it has shifted power from an impotent peace process, dominated by political elites and complicit states, to a mass movement of people of conscience.

## FROM SYMPATHY TO ACTION

BDS has moved people from sympathy to tangible action in the form of campaigns. It puts the impetus on us all to end the ways in which our communities are implicated in Israeli aggression. By doing so, it accomplishes two things: holds us accountable and gives us back our power. With BDS, we are no longer waiting for change to come from the top; we are forcing a change in international support for Israel ourselves.

## ACCOUNTABILITY

BDS also forces allies to be accountable to the huge breadth of Palestinian organizations behind the call. In that way, international solidarity grows from the demands of Palestinians rather than a colonial mentality of knowing what is best for Palestinians.

## IMPACT

Last but not least, we engage in BDS because it works! In addition to bringing media attention and changing the discourse around Palestine, there has been a snowball of BDS victories with far-reaching economic and political impact. By exacting a cost for Israel's violations of Palestinian rights, BDS changes the incentive structure for Israel and complicit institutions. It takes the profit out of occupation. The BNC writes:

"BDS was a major factor behind the 46 percent drop in foreign direct investment in Israel in 2014, according to a UN report. A Rand Corporation study predicts BDS could reduce Israel's GDP 'by 1 to 2 percent' annually over the next 10 years, while a World Bank report reveals that Israel's exports to the Palestinian economy have dropped by 24 percent in the first quarter of 2015... Top Israeli weapons manufacturers complain of a plummeting exports 'crisis,' partly due to 'less desire for Israeli-made products.' The Israeli government now recognizes the potential of the BDS movement as a 'strategic threat' to its system of injustice."



## EDUCATIONAL IMPACT

For those outside Palestine, BDS takes something happening across the world and localizes it so it can no longer be ignored. BDS creates controversy that garners media attention and forces people to learn more and take a side on a campaign that directly affects them. A powerful education tool, BDS helps us tell the story of what is happening in Palestine and fundamentally change the discourse by focusing on the specific actions of institutions complicit in Israeli oppression. Even campaigns that fail to reach their ultimate goal are often a success in building awareness around Palestine.



# BDS VICTORIES TO DATE

Successful corporate boycott or divestment campaigns can collectively result in the corporation eventually divesting *itself* from Israeli apartheid. Multinational corporations like Veolia, Orange, and CRH have pulled out of Israel following BDS campaigns. Settlement produce exports to Europe are losing profit and demand. G4S has already sold most of its business in Israel, while SodaStream closed its Israeli settlement factory. The “silent boycott” – by companies deterred from doing business with Israel because of the threat of BDS campaigns – is widespread and making it harder and harder for Israel to secure new contracts or replace lost ones.



Local councils across Europe have voted to join the BDS movement. Thousands of artists and cultural workers have heeded the call to boycott Israel, including Roger Waters from Pink Floyd, Faithless, Brian Eno, and Elvis Costello. Academic associations, student governments, and unions have endorsed BDS, while major churches and investment funds have divested. Activists have blocked Israeli ships from being unloaded, costing huge amounts of money in delays. Governments have suspended free trade agreements with Israel and imposed regulations banning the mislabeling of Israeli settlement products. 50+ Spanish cities have declared themselves Apartheid-Free Zones. And on and on.

**Alice Walker**

**Boots Riley**

**Roger Waters (Pink Floyd)**

**Ms. Lauryn Hill**

**Chuck D (Public Enemy)**

**Angela Davis**

**Cat Power**

**The Pixies**

## THERE HAVE BEEN HUNDREDS OF BDS VICTORIES IN THE US ALONE, INCLUDING:

- **8+** academic associations including the **National Women's Association** and **American Studies Association** have supported BDS or the academic boycott of Israel;
- **Super Bowl champion Michael Bennett**, several other NFL players, and 26 Oscars stars have passed on free trips to Israel;
- The **Presbyterian Church (USA)**, **United Methodist Church**, **Evangelical Lutheran Church in America**, and many others have voted to boycott settlement products, divested from companies profiting from the Israeli occupation, and called for an end to unconditional US military aid to Israel;
- Celebrities from **Alice Walker** to **Roger Waters** have heeded the call;
- **35+** university student governments, and statewide and national student organizations, have passed resolutions calling for campus divestment from the occupation;
- **Local** and **national unions** heeded the call or endorsed BDS;
- **Retailers** and **co-ops** have de-shelved Israeli products from Boston to Olympia;
- **Cities nationwide**, from Sacramento to Portland to St. Louis, have stopped contracts with or divested from occupation profiteers like **Veolia**, **G4S**, and **Caterpillar**;
- Major investment funds including **TIAA-CREF**, **Soros Fund**, and the **Bill & Melinda Gates Foundation** have divested.

See US BDS wins at [uscpr.org/bdswins](http://uscpr.org/bdswins), and global victories at [bdsmovement.net/impact](http://bdsmovement.net/impact).



# TYPES OF BDS CAMPAIGNS

The victories listed above illustrate the diversity of approaches to bringing BDS to your community. BDS gives flexibility for local organizations to choose the most strategic and achievable targets in each context. You can find a great list of ideas for plugging in at [bdsmovement.net/get-involved/get-active](https://bdsmovement.net/get-involved/get-active).

Campaigns can include:

## MUNICIPAL BOYCOTT

For example, a city ends contracts with G4S or Veolia.

## ACADEMIC BOYCOTT

For example, a university or association ends institutional collaboration with Israeli academic institutions.

## SPORTS BOYCOTT

For example, US teams refuse to play against official Israeli teams, or Israel gets suspended from the Fédération Internationale de Football Association (FIFA).

## CONSUMER BOYCOTT

For example, a church declares itself HP-free, or a co-op de-shelves Israeli products.

## CULTURAL BOYCOTT

For example, a celebrity cancels a performance in Israel, or a US event by Israeli cultural ambassadors is cancelled.

**DIVESTMENT** campaigns can include getting your city, university, church, trade union, or pension fund to withdraw its investments in corporations complicit in Israeli apartheid.

## BOYCOTT GREENWASHING

For example, protesting an exhibit at a tech or eco-conference presenting Israel as a beacon of environmental progress, a tactic which Israel uses to whitewash war crimes and catastrophic environmental destruction wrought by its occupation.

## ANTI-NORMALIZATION

Boycotting events, commonly framed as dialogue, to bring together Palestinians and/or Arabs and Israelis (people or institutions) without the latter recognizing Palestinian rights under international law and placing as this dialogue's goal resistance to, and exposure of, Israel's system of oppression

## BOYCOTT PINKWASHING

Boycotting events promoting Israel as a beacon of freedom for LGBTQ communities. Israel uses this tactic as a badge to whitewash its apartheid system, exploiting the LGBTQ struggle to further the oppression of Palestinians.

## INDIVIDUAL V. COLLECTIVE ACTION

BDS is more about collective, not individual, action. More important than keeping your own investments, purchases, and consciences clean is working within groups or coalitions to organize effective campaigns and build power globally to support the Palestinian struggle. If you live in the US, visit [uscpr.org/membership-groups](https://uscpr.org/membership-groups) to find active organizations. Outside the US, visit [bdsmovement.net/get-involved/join-a-bds-campaign](https://bdsmovement.net/get-involved/join-a-bds-campaign). If you cannot find a group or campaign near you, join with others to start one, keeping in mind some of the group-building best practices on the next few pages.



# CULTURAL & ACADEMIC BOYCOTT



Cultural and academic boycotts are among the most effective, yet misunderstood, parts of BDS. They are not boycotts of individual Israeli academics, performers, or athletes. Rather, the boycotts target institutions that are connected to Israeli apartheid. Far from transcending politics or opposing Israeli apartheid, Israeli academic and state cultural institutions are part and parcel of Israel's system of oppression. For example, many performers are explicitly designated to serve as ambassadors of the state to project an image of Israel as a beacon of artistic freedom.

For example, if an independent Israeli film is shown at a film festival, it does not automatically fall under the call. However, if a film festival is sponsored by the Israeli Ministry of Culture, which is aggressively involved in Israeli apartheid, the festival should be pressured to end the partnership. If unresponsive, the festival should be boycotted.

As seen in the case of South Africa, boycotting institutions has far more power than partnering with representatives of an oppressive regime to try to persuade them to change. This does nothing to neutralize the far more substantial harm that comes from Israel bragging about these partnerships to counter its tarnished image in the international community. Learn more about the cultural and academic boycott of Israel, including normalization, at [bdsmovement.net](http://bdsmovement.net).



# GROUP-BUILDING

## IN AN ANTI-OPPRESSION FRAMEWORK

One common mistake is picking a campaign before trying to recruit people to join you. Collective decision-making ensures that as many people as possible feel the ownership necessary to see through a campaign with all its ups and downs. Start by building your group or coalition, building relationships, and establishing a foundation of trust and shared principles within a broader anti-oppression framework. If your group does not reflect the racial, ethnic, age, gender, or other diversity of your community – for example, if it is all-white or all-cis men in a diverse area – there is something wrong. Anti-oppression training and ongoing internal work by dominant groups is an important start to building effective and long-lasting coalitions. Check out this [resource book](#) on dismantling racism for social change groups and the [Crossroads antiracism trainings](#).

**Center Palestinian leadership. Center other marginalized voices. Center youth.**

Be aware that different people and groups can contribute different things, and may have different paces, capacity levels, and organizing cultures. In the long run, inclusivity and shared power are more important to the health and success of your campaign than perfection and speed. It is important to find a healthy equilibrium between being efficient and goal-oriented, on the one hand, and building relationships and trust, which takes time and is less measurable, on the other. Find the balance that works best for your group. Be proactive: understanding group dynamics and talking about issues of race, class, gender, and sexuality can help avoid problems and handle them when they arise

### RACE

It is always present, including in grassroots organizing. Be honest about how these dynamics affect your organizing. Is your group mostly or all white? Does your group privilege Jewish over Palestinian voices? Are you tokenizing or using the struggles of marginalized communities instead of building power with them? Are you taking actions without considering that people of color are most likely to experience backlash? [Read the BNC's anti-racism statement.](#)

### CLASS

While some people never have to worry about where their next meal is coming from, many people do. Do not inadvertently exclude people by scheduling meetings at restaurants or requiring members to chip in financially. Be considerate of fellow organizers' work and family commitments. Acknowledge people for showing up when they can, rather than judging when they cannot, or measuring who attends most often. Be cognizant of creating financial barriers to participation.

### GENDER

It happens time and time again, often unintentionally: women, especially women of color, do the busy and behind-the-scenes work while men become the face of a campaign. Watch out for it. If you see it, reverse it. Honor the talent of women in your group by encouraging them to do interviews, write op-eds, and speak at events. If you are a cisgender male, be aware of how much space you take up during meetings, and step back to make space for others.

Remember that BDS is about Palestine, and not about you or any one person. That may sound obvious, but egos often get in the way of organizing. Some people willingly become the face of a campaign, volunteering to do every media interview or to write every op-ed. Avoid this. Giving a single face to a BDS campaign undermines the strength of BDS.

If you have a leadership position in your organization, it is your responsibility to also make leaders out of others, not by delegating tasks to them, but by letting go of some control and trusting them to make important decisions. Push those who claim they are too shy or inexperienced to do interviews. It is okay if it is imperfect; we learn from our mistakes. Rotate meeting facilitation. Go around the table to hear from everyone. In the end, you will end up with less resentment, more unity and solidarity, and an environment that encourages collaboration and creativity.

## PICKING A CAMPAIGN & TARGET

With your group, consider the possible types of campaigns listed above. The strongest campaigns are those where local wins build ground toward affecting policy at the city, state, and/or federal levels. Without incorporating policy into our strategizing, we miss out on the contribution our campaigns can make to the ultimate goal of changing federal government policy. We must reject the monopoly on policy that politicians, lobbyists, and other elite groups claim. For instance, a campus divestment resolution can include a demand to the city council – even if it may sound unreachable at first.

The target of the campaign you choose will be the person with the decision-making power to fulfill your demand. Research who can make this decision and, crucially, the likelihood that they will be responsive to your efforts. Every campaign begins with research, research, research!

For divestment campaigns, use [afsc.org/investigate](http://afsc.org/investigate) to scan investments and learn about the corporations involved in Israeli apartheid. For boycott possibilities, [whoprofits.org](http://whoprofits.org) keeps a list of corporations involved in the occupation. Do NOT make your campaign a laundry list of companies for everyone to boycott individually. Pick one campaign to do well and publicly.

The BNC outlines guidelines for picking a campaign at [bdsmovement.net/make-an-impact](http://bdsmovement.net/make-an-impact). Here are considerations as you research and pick a campaign and target:

### 1 What is the potential for success?

We want wins. Does the campaign have a realistic chance of success, beyond raising awareness? Does the target have a history of social responsibility? Do they have a code of ethics? Has the artist or athlete to whom you are appealing shown an interest in social justice before?

Does your base have access to the target? To which institutions is your base already connected? If there are no students, faculty, or university staff in your group, it is inappropriate and ineffective to try from the outside to organize a campus campaign. Who is your community and where do you have leverage and relationships?



## 2 Will it help build coalitions with other social justice struggles?



Is there a campaign target that could also appeal to other social justice movements to help build broad, cross-struggle alliances?

Many of the same companies used to build Israel's apartheid wall are expanding the US-Mexico border wall, like Caterpillar and Elbit Systems. Hewlett-Packard companies have a legacy of providing technology to both Israeli and US prisons. In Israel, G4S trains police who oppress Palestinians, while in the US and countries around the world, G4S runs youth detention centers and transports immigrants to Immigration and Customs Enforcement (ICE) facilities from which people are forcibly deported.

We must support justice for all oppressed communities, de-exceptionalize Palestine and understand Israeli apartheid within a broader context of global white supremacy and connections to US empire. Cross-struggle campaigns should grow power across movements, not only for Palestine.

## 3 Will your campaign engage broad support and build awareness?

Does your campaign have the potential to generate enough local controversy to catch the attention of the public, media, and local officials? A good target makes Palestine into a local issue, prompting debate, which gets people to learn more to decide where they stand. Will your demands resonate with everyday people and bring in new people to expand your base and local power for the long run? From the BNC:

*"We need to focus our boycott campaigning on those companies and products that are the most clearly and directly involved in Israel's human rights violations and easiest to explain to a wide number of people."*

## 4 Can you build on the work of others or existing campaigns?

If you pick a campaign on which groups in other places are also working, you do not have to start from scratch. You can connect with a bigger network of campaigners to trade best practices and resources, and to seek advice. Visit

[bdsmovement.net/campaigns](https://bdsmovement.net/campaigns) for a list of current global

campaigns and online actions. Visit [uscpr.org/bds](https://uscpr.org/bds)

to find campaigns that are active in the US, and

[afsc.org/investigate](https://afsc.org/investigate) for in-depth information about past and present corporate accountability campaigns.



# PREPARING YOUR CAMPAIGN

So you have built your group or coalition, done the research, and together, picked your target.

## START WITH A SOFT ASK

The goal is winning, not hype. Too often, activists jump to a big public campaign and flashy tactics before trying the obvious route: asking the store manager for a meeting to see if they will de-shelve the target product, or meet with the church's investment committee to see if they are willing to screen out corporations involved in human rights abuses. They could say yes!

Before creating a massive public campaign, reach out privately and respectfully to artists and athletes to see if they know about the boycott and why you urge them to cancel a trip to Israel. You may be surprised by their answer. If the target responds genuinely, asking for more time or information, work with them. Escalating tactics without giving your target a chance to do the right thing often backfires, and can burn a bridge before you have the chance to build it.

## REACH OUT FOR ENDORSEMENTS

These can be statements of support from celebrities, Palestinian groups, national groups (e.g. US Palestinian Community Network, American Friends Service Committee, or Jewish Voice for Peace Rabbinical Council), or groups inside your church, university, etc. They can be endorsements from other social justice groups.

Before reaching out to other movements, ask yourself whether you have been showing up for them. It cannot go only one way, and it cannot be transactional ("I will come to/support your cause if you come to/support mine"). Show up because you are invested in those groups' missions and liberation struggles, not to bring the issue of Palestine.

Do not try to recruit other marginalized communities by telling them how their struggles link up with Palestine; let them find and analyze the connections for themselves. And obviously, if you are seeking a campaign led by groups across movements, then this outreach should happen before picking your target.



## ASK FOR OUTSIDE SUPPORT

There are a number of US and international organizations that offer support so you don't have to do it alone, or start from scratch. Many of them can connect you with organizations doing similar campaigns:

- **BDS National Committee** is the global guiding body for BDS and can respond to strategic questions, including around whether or not something falls under the boycott, and can keep you up to date with global campaigns and victories: [bdsmovement.net](http://bdsmovement.net)



- **US Campaign for Palestinian Rights** is a coalition of more than 300 organizations and can connect you to other groups and campaigns, and can provide resources (including in-depth resources specifically on campus and church divestment campaigns), organizing advice, targeted online action technology, and other support: [uscpr.org](http://uscpr.org)
- **American Friends Service Committee** offers this fantastic resource for portfolio scanning, information on corporate complicity, and much more related to socially responsible investment or divestment: [afsc.org/investigate](http://afsc.org/investigate)
- **Who Profits** keeps a list of corporations involved in the occupation: [whoprofits.org](http://whoprofits.org)
- **Palestine Legal** offers legal support in the face of repression of Palestine activism: [palestinelegal.org](http://palestinelegal.org)
- **National Students for Justice in Palestine (SJP)** is made up of student activists connected with SJPs nationwide who mentor and support each other: [nationalsjp.org](http://nationalsjp.org)
- **Friends of Sabeel-North America** offers great organizing support, especially for faith-based and municipal campaigns: [fosna.org](http://fosna.org)
- **Jewish Voice for Peace** has a huge base, chapters nationwide, regional staff, and a lot of organizing experience: [jvp.org](http://jvp.org)

Many of these organizations can help you reach a wide audience with your launch. Try to reach out early rather than last-minute to maximize the ability of organizations to help.

## MAP YOUR OPPOSITION & ALLIES

Who do you know who could support your campaign and has access to decision-makers? What opposition can you anticipate? How will you track their moves and respond to their messaging?

## IDENTIFY GOALS

These should include not only your end goal – fulfillment of your demand – but also short and mid-term goals along the way. For example:

- Get eight local organizations to endorse your campaign by Feb. 15
- Get 65 people to attend your launch event
- Get 1,000 signatures from local residents on a petition that you will deliver to the city council on April 21
- Generate three media hits (articles, op-eds, letters) by May 15
- Meet with a store manager by June 8
- Educate and establish relationships with three members of the city council by Aug. 22

Goals should be SMART: specific, measurable, achievable, relevant (fitting into an overall strategy), and timely. Be prepared to adjust goals along the way. Include long-term goals for how your campaign will build power horizontally to a broad base, as well as vertically to create fertile ground for impacting policy. Think long-term and big, beyond your first campaign target!



## TIMELINE

Build a timeline of your goals, including periodic progress and impact evaluations, and work backwards to plot the steps you need to reach those goals. Be sure that you are building broad momentum and pressure on your target. Periodic evaluations will help with fine-tuning or taking completely new approaches as needed, to make sure your campaign is as effective as possible.

## RESOLUTION WRITING

If you are pushing a resolution in your university, church, city council, or other institution:

- Look at samples of successful resolutions used in other campaigns. Copy their language, even verbatim, where appropriate.
- Consult [afsc.org/investigate](http://afsc.org/investigate) for up-to-date information on the companies you've chosen, and who has divested from them in the past.
- Consider broadening your ask to be about applying a universal human rights screen, which may be more palatable to the target, and also supports other movements.
- Remember that resolutions need not only be about divestment. They can also call for an end to US military aid to Israel, US-Israeli police exchanges, or to city contracts with occupation profiteers. They can even call for city endorsements of BDS. Our power is growing – dream big!

If you are trying to pass a resolution, it is critical that you know or learn the rules of your legislative process, be it in the city council, a church assembly, student government, or otherwise. Talk to groups that have successfully passed resolutions about their legislative strategy. Organize and practice public testimonies, if allowed.

You need a champion member of the decision-making body (ideally, many) to provide information to help powermap, alert you to moves by the opposition, and, importantly, to put forward the resolution and fight for it. Finding and cultivating allies who are public officials is a great investment in future policy wins.



## MARKET & BRAND: WEBSITE, SOCIAL MEDIA, LOGO, & SWAG

A strong online presence is important to gain traction and followers for your campaign. Create and populate accounts on Facebook, Twitter, and Instagram. Build a website with information and resources for people and media to learn more, also linking to a petition or sign-up of some sort. Find an artist to make a campaign logo. Having a professional-looking, easily identifiable, and visually appealing logo will give your campaign more credibility and can make great T-shirts, buttons, etc. for visibility.

A pithy campaign tagline helps too!



# LAUNCHING YOUR CAMPAIGN

How do you know when you are ready to launch? Here is a checklist of some important pieces. If you checked off most of these, you are probably ready to go:

- ☐ Visit [bdsmovement.net](http://bdsmovement.net) to become familiar with the BDS call and guidelines
- ☐ Have a solid group of at least five people who are willing to put in the hard work necessary to get the campaign off the ground and sustain it
- ☐ Consistently show up in genuine solidarity with other social justice movements
- ☐ Research possible campaigns and targets before selecting one
- ☐ Reach out privately to the target to ask if they will comply with the campaign's demand(s)
- ☐ Map out the goals and a timeline
- ☐ Reach out to organizations for endorsements and other support
- ☐ If writing a resolution, have a first draft completed
- ☐ Create and assign management for most or all of these: a website, Facebook, and Twitter accounts
- ☐ Schedule upcoming teach-ins or other events for people to learn more about Palestine and the campaign

## SIX IDEAS FOR LAUNCHING A CAMPAIGN

1. Publish a press release or op-ed, and/or hold a press conference or photo-op;
2. Video featuring diverse voices on why they support the campaign;
3. Social media splash to create buzz;
4. Host an event about the campaign and why it is important;
5. Visibility through tabling, canvassing, t-shirts, buttons, banners, etc.;
6. Use the launch hype and energy to gather signatures on a petition, which will also help collect contact information for people who support the campaign.



# ESCALATING TACTICS

Start with the soft ask and if they say no, gradually build pressure on your target. Evaluate your leverage and power as you go, and re-approach your target with your demands.

You can build pressure in many ways:

## Host informational events

on Palestine like teach-ins, speaking events, and film screenings. Every event should funnel attendees into taking action in support of the campaign.



**Canvas and petition** in spaces where people with leverage vis-à-vis your target (e.g. constituents, shoppers, etc.) are found, giving people an action to take.

**Utilize shoppers** to deliver customer feedback cards to stores for de-shelving campaigns.

**Write op-eds or letters** for local media. Activate allies to support as needed. Meet with the editorial board of the local paper to tell them firsthand about your campaign.

**Utilize social media** campaigns (Twitter storms, culture jamming, Thunderclap, etc.) to generate support and flood the target with a message.

## Vigils or interfaith prayer circles

## Mock walls and checkpoints

**Demonstrations** including flash mobs, guerilla street theater, and other creative actions.

## Non-cooperation and direct action

### BE STRATEGIC AND DELIBERATE

Your tactics should flow from your goals. Do not just do a flash mob for the sake of doing a flash mob. What will help achieve your goals? What you do for education vs. generating media vs. grabbing the attention of your target may require a different tactic or tone.



# SUSTAINING YOUR CAMPAIGN & RESISTING ATTACKS

Campaigns can take years. Celebrate goals you reach along the way to your end goal. This is a great way to keep people motivated and bond with fellow campaigners. Celebrate each other. Do fun things together to build and sustain your relationships and trust, especially for when things get rough – and they will. When there's a lull in your campaign, find a tactic to build momentum – a creative action? Placing a powerful piece in the media? As your campaign progresses, take time to regroup and evaluate your effectiveness. Consider your original goals to be a living document; if something is not working, adjust or change your approach.

BDS campaigns are under increasing attack globally, as documented in this report by Palestine Legal and the Center for Constitutional Rights: [palestinelegal.org/the-palestine-exception](https://palestinelegal.org/the-palestine-exception). Student organizers are being blacklisted and demonized. Institutions doing the right thing are accused of anti-Semitism. Anti-BDS legislation is coming down the pipelines on the local, state and federal level.

There are resources to help resist these attacks. Palestine Legal offers legal support. Jewish Voice for Peace provides statements and other visible Jewish support when the label anti-Semitism is misused to silence criticism of Israel. In the US, a coalition is producing resources and organizing campaigns to fight anti-BDS legislation: [righttoboycott.org](https://righttoboycott.org)

Most importantly, remember that these attacks are coming precisely because Israel's reputation in the international community is slipping, and it can no longer win the court of public opinion (as evidenced by the success of BDS campaigns). Because Israel and its supporters are now unable to effectively defend its indefensible actions, they are increasingly relying on top-down, draconian measures to try to muzzle Palestine advocacy.

These measures are totally out of touch with public opinion, as support for Palestine is becoming established across progressive platforms. These desperate attempts show precisely how powerful and successful this movement for freedom, justice, and equality has become. The writing is on the wall: BDS is the way forward. That is why Israel and its defenders are so afraid of it. We need to keep the pressure on!



# CELEBRATING WINS

## ◆ GET THE MEDIA'S ATTENTION

Write and send out a press release and/or hold a press conference. Designate media spokespeople who have practiced talking points.

## ◆ CELEBRATE

Throw a victory party to uplift the collective work that made the win for Palestinian rights possible!

## ◆ CONNECT IT

Connect your local BDS win to the broader global movement for Palestinian rights and freedom, justice, and equality.

## ◆ REINFORCE YOUR WIN

There will be backlash, so find the most appropriate way to thank the target for doing the right thing.

## ◆ EMAIL [CONTACT@USCPR.ORG](mailto:CONTACT@USCPR.ORG)

For help thanking your target, publicizing your victory, and listing it with the other BDS victories at [uscpr.org/bdswins](http://uscpr.org/bdswins).

## ◆ DEBRIEF TOGETHER

Reflect on what you learned, what worked, and what did not. You can also do this if you did not achieve your end goal. Write up lessons learned and advice to help other groups learn from the campaign!

## ◆ USE THE WIN TO CONTINUE BUILDING LOCAL POWER

Recruit new people to your group. Let your public officials know this work is happening in their districts and states. Regroup and think about the next campaign and how you can keep the momentum going and have an even bigger impact.



A photograph of a man, a woman, and a child in a vast field of red poppies. The man is in the foreground, crouching and touching a flower. The woman is on the left, and the child is in the background. The field is filled with red poppies and green grass, with hills in the distance.

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