



## Israel Advocacy Presentation

### ISRAEL CONNECTION - Connecting you to Israel

Israel Connection provides a variety of Israel services in, and for, the Diaspora. Our company offers a variety of services for our clients including educational programs and products, Hebrew language and academic textbooks, study aids and Israel Touring services.



#### **Netania and Eli Haber:**

Netania and Eli were recently married. They live in Jerusalem and are both passionate about Israel and education.

**Netania** made Aliyah from South Africa with her family as a young child. She has many years of experience guiding and coordinating trips for students, adults and families from all over the world. She has worked for Masa, World Bnei Akiva and the Jewish Agency.

**Eli** is a true "sabrah" born in Israel. He currently serves in the Israeli army reserves, Golani Brigade and was in action during the recent operation "Protective Edge." Eli is a social activist and is currently working to establish Beit Asaaf, a residential nature center for youth-at-risk.

Netania and Eli are excited about coming to the United States to share their stories and to bring this advocacy program to 20 schools in the USA.

#### **Our goals:**

- Deepen connections between Diaspora Jewry and the State of Israel.
- Create a community of Israel Advocacy Ambassadors around the world.
- Create an online network to serve these activists and provide them updated resources for information and advocacy.
- Presentation of different paths to stay connected to Israel.

#### **Program Description**

We run a 45 minute activity which will both engage and challenge your students. The activity will include:

1. We will employ a broad range of methodologies adapted to the participants' age and other factors including games, discussion, values-clarification exercises that will address question- Why is advocacy for Israel important?
2. Video presentation- the short video will address issues of security, military, politics and will also focus on other elements of Israel such as the beauty of the land and the historical richness of the country.
3. What can we do? At the end of the activity the students will have the opportunity to engage in concrete acts of advocacy by writing letters in defense of Israel. In this way we hope to move students from learning to doing and inspire them to further action in the future. We will also present different options of actions that can be done in the future.

**Target Audience:** 7th-12th grade

#### **Opportunities for follow up**

We hope that this activity will simply be a first step for students. We will present participants and schools with a range of different opportunities for continued involvement including joining our online community and participating in an advocacy trip to Israel.

#### **What now?**

Contact us on to secure a booking on your preferred date.

## Content of the activity:

### Our Purpose:

Our 45 minute program aims to expose students to different sides of Israel. We intend to cultivate students' affinity to Israel and increase the importance that they attach to the various events that occur in the country. Our focus will be on the achievements of the State of Israel, the importance of the on-going and secure existence of the State and the deep-rooted relationship between Jews and the Land of Israel. As Israelis we will also bring our personal experiences of living in Israel.

We aim to cultivate in the students a desire to explore and understand more, and to give them the tools and skills to do so. This will include teaching them to create videos/draft letters of support and navigate a network of online Israel resources.

### Step one: introduction and why are we here

In the first part of the activity we will begin by introducing ourselves – Eli & Netania, from Jerusalem, Israel. We will explain why we traveled to be here, all the way from Israel, and share a little bit about our life and our experiences as Israelis. Netania has a background in working with communities from abroad. Eli serves in the Israeli army reserves in the Golani Brigade. He is also currently working on a project to establish a farm for youth-at-risk.

Through the filter of our own experiences we will work with the students to understand why the relationship between Diaspora Jews and Israeli Jews is so important.

### Step two: Video presentation

In the next part of the activity we will screen a series of short advocacy videos about Israel. The films focus mostly on Israel today, Israel's achievements, the importance of existence of the State, and the connection between Diaspora Jews and Israel. Between each film we will stop and ask the students to rate the video. Together, we will analyze the films exploring questions such as 'Is this information new to you?' 'Do you think it is important information to the world?' 'Do you think that the messages of these videos can make a difference?'

### Step three: What can we do?

In the final part of the activity we will help the students to use what they learned to create a short video segment of support for Israel. A final film will be produced compiling all of the clips from the different schools we visit. This full video will then be sent to participating students together with links to further information and advocacy resources. We will distribute postcards with pictures of Israel and a scan code which students can use to gather still more information.

We believe it is very important to encourage young people to explore their relationship with Israel and stay up to date with current events there. Knowledge and commitment together provide the key to influence.

\*The program is done in cooperation with Stand With Us .