Money for our Movements 2010: Connecting Advocacy, Activism & Fundraising Online & Offline

Sydney Levy, Brian Hiatt & Nzinga Koné-Miller
It’s about your relationship:

**Online**
- Web site, Facebook & MySpace pages, Twitter
- Email, status updates

**Offline**
- Direct mail
- Offline mobilization, events
- Phone calls
- Mobile texting
Move your supporters up the ladder

- Becoming an organizer
- Taking action in person/joining rally/making personal visit
- Writing a personal letter
- Making a phone call
- Making a donation
- Telling a friend
- Taking action online
- Joining an email list

Jewish Voice for Peace

Watershed
Online fundraising & advocacy
Dear Nzinga,

Last week UC Berkeley's student senate voted 16 to 4 to divest from two companies that profit from Israel's illegal occupation. **We are asking you to take quick action TODAY to safeguard this divestment vote.**

Today is the last day the President of the Association of Students of the University of California (ASUC), Will Smelko, can VETO this bill. He is being flooded with emails asking him to do so. We need to produce counter emails so he knows the majority of the community supports the divestment bill. Please send him an email NOW.

**Email him today! Even a one-liner will do.**

Thank you,

Cecile, Sydney, Rebecca, Stefanie and the rest of the team at Jewish Voice for Peace

PS: For JVP's position on the bill, please see [here](#).
Email 2
Subject line: Just 24 hours to make history
April 13, 2010

Dear Nzinga,

Join JVP, Archbishop Desmond Tutu, Noam Chomsky, Naomi Klein, Judith Butler and Israeli peace groups like the Shministim, Gush Shalom, and the Coalition of Women for Peace and help make history at UC Berkeley by sending a letter of support for divestment now.

On March 18, UC Berkeley's student senate voted 15 to 4 to divest from General Electric and United Technologies because of their role in harming civilians as part of Israel's illegal occupation and the attack on Gaza.

A week later, the Senate president vetoed the bill despite a massive outpouring of support for divestment.

But the final decision will be made tomorrow, Wednesday April 14 at 7pm PST, when the vote can be overturned with just 14 votes.

The bills opponents have been waging a fierce campaign of misinformation, including a closed door meeting with the Israeli Consulate General where student senators were actually told that massive Jewish criticism of Israeli human rights violations is a cultural pathology. The senators have also been flooded with letters and we've now heard that Alan Dershowitz may be on campus.

That's why we're asking you to email the UC Berkeley senators to let them know why you support divestment and why they should overturn the veto.

PLEASE click here to write your letter now, in your own words. The whole world is watching.

It truly is time for all hands on deck!

Cecile Surasky and Sydney Levy
Jewish Voice for Peace

PS: For JVP's position on the bill, please see here.

* If you live close by, please come to the hearing at 7pm on the 7th floor of Spiekerman Hall at UC Berkeley near Bancroft and Telegraph. It may be a long night, so bring provisions.
April 22, 2010

Dear Supporter,

Every so often, we get a moment when a remarkable future starts to unfold before our eyes. And when it happens, it's our responsibility to do everything within our power to help it along. One of those moments is happening right now, unbeknownst to most of the world, on the University of California's Berkeley campus.

Berkeley professors and students of every race, religion, and nationality are standing courageously side by side and calling on the university to divest from companies that profit from the occupation of the Palestinian Territories. In March, the student Senate voted 16 to 4 to divest. Then, the Senate president vetoed their vote and last week, after 10 life-changing hours of testimony that lasted through the night, the vote to overturn the veto was tabled.

In 6 days, on April 28, the students will again try to overturn the veto. That's how many days we have to demonstrate our support and solidarity with these amazing people who are standing for justice for all people in Palestine and Israel. I urge you to stand with them - to let them know that they are not alone.

What happens over the next week in Berkeley is critical, not just for the movement there but for the burgeoning movement around the country. Once again, Berkeley is a birthplace of a movement that could change the course of history. Students all over the United States are watching closely, learning, and preparing a massive divestment campaign the likes of which hasn't been seen in decades. Important? World-changing? Without a doubt.

Last week, I was there during the first attempt to overturn the veto when nearly 800 people packed the room. We were Muslims, Jews, Palestinians, Israelis...
StandWithStudents.org

First Name*

Last Name

Email*

City

State/Province

Select a state

I am another (fill in the blank) for human rights. *

Submit

Another Jew for Human Rights - Divest from the Israeli Occupation
David, Philadelphia

Another Muslim for Human Rights - Divest from the Israeli Occupation
Huda, Atlanta, GA

Another Student for Human Rights - Divest from the Israeli Occupation
Samara, Minneapolis, MN

Another Dad for Human Rights - Divest from the Israeli Occupation
Andy, San Diego, CA

Another Bubbie for Human Rights - Divest from the Israeli Occupation
Rose, NYC

Another Christian for Human Rights - Divest from the Israeli Occupation
George, Bethlehem
After submitting the form...

Thank you for standing with the UC students

We'd be grateful if you'd make a donation to help us defray the costs of stickers, other materials and staff time. Just $5 or $10 will make a big difference. We are devoting significant resources to supporting student leadership because we know this is a chance to make history. Please help us continue this work in California and across the country.

Fill out the form below to make your tax deductible gift to Jewish Voice for Peace.

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Anonymous Donors

- I prefer to make this donation anonymously.

Clear
Bringing the online supporters “into the room”...
The results...?
We lost.
But we also won...
Email 7
Subject line: UC Berkeley vote: a small loss, an enormous win
April 30, 2010

Dear Nzinga,

I have been an activist since I was a teenager, and yet, the night of April 28 in the Pauley Ballroom of UC Berkeley will surely stand out as one of the most remarkable activist achievements I have ever witnessed.

And I am grateful that you were there, represented by thousand of green stickers: each with a name, a place, an identity.

While the senate at UC San Diego sent a similar proposal to a committee for further study, divestment proponents at Berkeley failed by just one vote to reverse a presidential veto of their original overwhelming vote to divest. The members of Berkeley's Students for Justice in Palestine wanted UC to divest from Tell us what you think on 2 companies that profit from killing and harming of civilians as Facebook, part of Israel's occupation. Yes, companies that make money from death. From control. From destruction. They needed 14 votes out of 20 to overturn the veto. Despite truly heroic efforts on the part of countless students, including such impressive student senators, in the end they had 13 votes. The 14th abstained.

And yet, if you ask the question, after weeks of multiple hearings and votes, Who really won here?, the numbers speak for themselves:

Nearly 30 hours of hearings and testimony with standing room only audiences and in some cases, people flying in from other parts of the country to testify, others sending video or being Skyped in from Palestine and Gaza.

The support of some 100 professors, over 40 student groups, 5 Nobel Laureates, 9 Israeli peace groups, 253 community Jews in one ad plus 40 pages and growing of notable Jewish endorsements, some 8,000 JVP supporters like you from around the globe who in just 5 days created a sea of visible support.

At this last and final hearing alone, there were 500 people, standing room only.
A speaker asked the supporters of divestment to stand up: nearly 80% stood.
A senator announced that 62% of that night's registered speakers were pro-divest, while 38% were against.

After everything, 13 of 20 senators at one of the United States' leading academic institutions stood clearly on the side of divestment.

Watch Democracy Now for a full report.
The campaign by the numbers:

- **6,553 online action-takers** (just stickers; does not include # of letters sent to student senate)

- **747 people told a friend online**

- **576 online gifts directly from email blast**
  - $12,667.00 online total
  - $21.99 online average
  - 48% lift over previous month in total $ amount of online gifts overall; 81% bump in total number of gifts

As well as...
• 13 of 20 Student Senate votes in favor of divesting.

• Nearly 30 hours of hearings and testimony with standing room only audiences and in some cases, people flying in from other parts of the country to testify, & others sending video or being Skyped in from Palestine and Gaza.

• The support of some 100 professors, 40+ student groups, 5 Nobel Laureates, 9 Israeli peace groups, 263 community Jews in one ad plus 40 pages of notable Jewish endorsements, some 8,000 JVP supporters from around the globe who in just 5 days created a sea of visible support.
By the final vote, it was close to 5am. Still dark out.

When the vote was announced, the room silently received the news. Supporters placed the green stickers on our mouths to protest the fact that in the end, just a few votes had blocked the will of the majority of students. A student senator stood up and told everyone to put one hand on their heart on the other in the air, symbolically holding seeds in their fist with which we would all spread the movement outside and across the community, the country, the world.

So here is one seed.

The supporters silently filed out to Sproul Plaza, where the original Free Speech movement began.

Hundred remained outside, talking, chanting, singing, laughing, hugging, crying.

Yes, students were angry, but they were exhilarated. They understood they had done something remarkable. That in so many ways, life would never be the same.

It was the end of a long year, but the beginning of a new stage of the movement.

And I am so grateful that you were all there in the room with us.

It's clear now. It is only a matter of time until we are all able to recognize each other's full humanity, and thereby reclaim our own.

Cecilie Surasky,

Jewish Voice for Peace
Things to remember...

- Tools matter
- Your list matters even more
- What works?
  - Timing
  - Campaigns
  - Creativity
- Good messaging
- 3 parts planning, 1 part spontaneity
### The tools...

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<th>Must have</th>
<th>Really should have</th>
<th>Gravy</th>
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<td>Bulk email tool with reporting</td>
<td><strong>Integrated</strong> email/fundraising/advocacy tools</td>
<td>Text messaging platform</td>
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<td><strong>Social networking presence</strong></td>
<td>Facebook causes</td>
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<td>Secure donation form with reporting</td>
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<td><strong>Facebook fan page, MySpace, Twitter, etc—go where your supporters are</strong></td>
<td>Mobile Commons, Mobile Giving Foundation</td>
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**Salsa, We Also Walk Dogs, Springboard, Sphere, Convio, CiviCRM, Wufoo forms, Google docs forms, etc.**