

2015-2016

# Seaboard Israel Affairs Handbook



Jordan Kalfon

2015-2016 Seaboard Israel Affairs Vice President

\*Some material contained in this packet was written by past  
Seaboard IA's, current IGB members, and various other sources

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## Letter to Chapter IA Vice Presidents

Dear Chapter IA Vice Presidents,

Hi, I am Jordan Kalfon, the regional Israel Affairs Vice President for Seaboard USY this year!! I am really excited to work with all of you guys over the course of this year.

First off, Congratulations on being elected to be on your chapter board!! I am so excited to embark on this incredible journey with all of you as you serve as IAs! I know that each of you will enrich your chapters with Israeli culture and programming.

As International IA, Eli Krule said “USY doesn’t work because of people who show up to conventions; it works because people are involved in their chapters. The chapters are the most important parts of USY.”

As Israel Affairs Vice Presidents, you will be responsible for keeping yourself, and your chapter, as up to date on as much Israeli news as possible. Also, you shouldn’t just be updating your chapter on the news of Israel, but you should also try to give your chapter a better understanding of the culture of Israel. Try to teach your chapter about what Israelis do in their day to day lives. Finally, I want you at some point this year, to find an article on anything Israel related and write a summary, describing the main points of the article. I have been where you are right now, so if you have any questions, feel free to contact me or any of my RGB at some point, and we can work together to make your chapter’s Israeli experience more informative, diverse and entertaining.

Sincerely,  
Jordan Kalfon

## Contact Information

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# Israel Advocacy

Written by 2010 IGB member Meir Berkman

Edited by Ryan Sherman Keenan Temin and Jordan Kalfon

## Why is Israel Advocacy Important?

Israel Advocacy is and must remain an imperative part of the USY community. The goal of each IA VP should always be to educate USYers about Israeli current events. An educated USYer is always the best advocate for the state of Israel. Instilling this kind of education is not always easy, but through engaging and educational programs and events, each IA can ensure that his USYers leave an event with a firm grasp on Israeli current events that include a broad spectrum of conflict, culture, innovations and more.

## Overview and Goals

Over the 2012-2013 year and continuing in the current year, International USY has been working to strengthen the bonds USY has with organizations such as AIPAC, Stand With Us, and the David Project. We are also trying to make an International Chalutzim Kinnus for USY so we can devote a whole weekend towards educating and promoting Israel Advocacy.

## Doing Your Part

Israel Advocacy is one of the most important through which each USYer can do his or her part in building a strong future for the Jewish homeland. Tell this to each USYer, reminding him that he or she is the future of the Jewish people and that through advocacy and education he or she can do their part in securing a future for our homeland.

## How Can I Promote Advocacy?

- By joining the Chalutzim club, a club which centers around Israel awareness and culture
- By doing Israel updates at chapter events and meetings to keep USYers informed on political, social, and cultural events in Israel
- By urging USYers to conduct research themselves on Israel through news websites such as [haaretz.com](http://haaretz.com) and [jpost.com](http://jpost.com), which will allow them to form their own opinions on Israel's actions
- By conducting programming that focuses on the amazing aspects of Israel, thus showing why Israel is important to the Jewish people.

# 10 Tips to Better Advocacy

By: ADINA BEINER, HANEDEV ISRAEL AFFAIRS VICE PRESIDENT, 2011-2012

1. **Israel is a democracy-** always remind people that Israel is the **only** democracy in the Middle East.
2. **Israel wants peace-** many Americans think that the lack of peace is due to both Israelis and Palestinians. Always stress that Israel's main goal has always been and always will be peace.
3. **Offense-** Stay on the offense. Remember that what people hear sticks with them and so if they hear you constantly talking about Israel's commitment to democracy, freedom, and peace, then that is what will stick with them.
4. **Don't stress the (ancient) past-** It's all about the future! The fact that the Jews have lived in Israel for thousands of years, is religiously based, and not a convincing argument. Stress the recent past (Post 1948) and relate it to the present and future to give a valid argument. The fact that Israel has offered to return lands captured in war in exchange for peace, yet Palestinian authorities refused is a valid argument.
5. **Sell the dream-** Don't focus too much on land and who has to give up what. You lose your audience when they begin to think that one side has given up or has taken too much land.
6. **Cooperate-** Make sure that everyone else around you is talking about the same hopeful message, or the same political message. Mixed messages get people confused and send out the wrong idea. Things get accomplished when a uniform message is sent.
7. **Spread your message where it needs to be spread-** The phrase "preaching to the choir" applies here. It is important to talk to all USYers, but it is most important to reach out to those who are indifferent to Israel.
8. **Television is the medium-** Most people get their news through television. Media, especially in America, can be incredibly biased against Israel. This is why it is so important to provide your chapter with accurate news sources and to talk about media biases so that people in your chapter can watch out for them.

## **7 Violations of Media Objectivity**

1. Misleading definitions and terminology
  2. Imbalances reporting
  3. Opinionated reporting
  4. Lack of context
  5. Selective omission
  6. Using true facts to draw false conclusions
  7. Distortions of facts
9. **Keep it simple-** Instead of overwhelming people in your chapter with tons of new information; pick a few key things you want to stress. Repetition is key! Keep stressing your key points and people will catch on! If you want to stress peace, then keep bringing up peace and maybe give a new example every week or every few weeks so that people don't have to retain tons of information, and your key point is still being put out there.

10. **Delegate-** You are not the sole advocator of Israel. Jews in USY and even the U.S. are responsible. If you need or want help, get other USYers involved, or even get your entire synagogue involved (like Sisterhood)

## Programming Ideas

By: Adina Beiner, Hanegev ISRAEL AFFAIRS VICE  
PRESIDENT 2011-2012

Here are a few program ideas to get you going. Feel free to expand and tweak these programs to fit your chapter- make them your own! This is only a chip off the ice block, if you need some more program ideas or help making your own, you can always ask me. For more programs, resources and information on things like the Chalutzim club go to <http://www.usy.org/yourusy/israel/> and also make sure to look around the rest of the website.

### Mystery “Egged” Ride

A mystery bus ride with an Israeli twist. Find items related to Israel and Israeli landmarks on the scavenger hunt list. The clues lead to a final task; going to Kinkos stores around town to create a map of Israel or scrapbook of Israel. At the end of the whole evening an Israeli meal is served (Yes, food always works!)

### A Night on Ben Yehuda Street

The “street” includes Falafel, G’ildah (ice cream), jewelry making, and other Israel delights. Then the lights go out and an Israeli discotheque opens

### Israeli Dinner with a Twist

Hand out menus full of Israeli food and have “waiters” go around taking peoples orders. The twist: only hand out menus in Hebrew (with transliterations). Teach USYers how to order using Hebrew words but don’t translate anything for people when they’re ordering! Make sure to include things like silverware and napkins on the menu and feel free to laugh at the kid who ended up ordering falafel and a spoon.

### Let’s All Take a Trip to Israel

This program takes place without even leaving the building. Everyone receives a passport, goes through security checks, customs, flies on an El Al plane, watches an “in flight” movie, and davens at the Kotel.

### Gadna

Teach your chapter about the army (everyone knows the basics so try to find little known facts or bring up dilemmas that can be discussed). Conduct a brief soldier training then go using their new gadna training, have USYers go play capture the flag or laser-tag. Have chapter members come dressed in army regalia.

### Edible Israel

Divide the group up into teams of about 5 or 6. Give them all the materials (Wax paper, ice cream, chocolate chips, sprinkles, shell, spoons, other toppings that help relate to Israel’s geography) and allow them 20 min to a half an hour to make Israel out of all the items given. At

the end have each group go around and explain their creation. Then enjoy the yummy map of Israel.

## Classic Israel Lounge Night

Themed lounge nights are always a blast, why not make it ISRAEL themed. Below are a few suggestions on how to incorporate Israel into this awesomely popular chapter event. Decorate your lounge with Israeli posters, bumper stickers etc, eat Israeli food- make pita (if possible), falafel, Israeli candy, etc, teach Israeli songs or dances, play popular Israeli music throughout the night, watch an Israeli movie, or TV show and tell everyone to wear EVERYTHING they own from Israel

## Where Do You Stand?

Here's a program to help USYers formulate their own opinions on issues related to Israel On one side of the room put a sign that says "Strongly agree" and on the other side should be a sign that says "strongly disagree". Between the lines place a line of masking tape (on the ground) and a sign that says "indifferent". Start by reading the first statement and ask USYers to stand where they feel best describes their opinion of the statement. Get them talking, play devil's advocate, anything you can to get their juices flowing.

Statement 1: You have to live in Israel to be a Zionist

Statement 2: It is absolutely necessary that Jerusalem be in Jewish hands

Statement 3: All businesses in Israel should be closed on Shabbat

Statement 4: Restaurants in Israel should serve only kosher (meaning no mixing milk and meat, pork, shellfish, etc. - all meat in Israel is kosher!!) food

Statement 5: Since they don't live in Israel and do not have to deal with the hardships facing Israeli citizens, American Jews have no place criticizing or intervening in Israeli Politics and should not use the word "we" when referring to Israel

Statement 6: The Law of Return should be expanded to encompass Palestinians as well as Jews

Statement 7: I believe that peace is possible among Israel and its neighbors

Don't be afraid to try something new. If you think you have a good idea, go for it.



# Chalutzim

## What is Chalutzim?

Chalutzim is Hebrew for “The Pioneers,” who were the original settlers in modern-day Israel. Because these original pioneers dedicated their lives to creating the best possible life for their descendants, Israel today is stronger than ever.

In USY, Chalutzim is the Israel Advocacy specialty club, created so that we too can create the best possible Israel, through Israel programming, advocacy workshops, and fun activities. Chalutzim is the best opportunity for anyone who loves our land, and wants to support her, through knowledge and action.

## Who can join Chalutzim?

You can! Chalutzim is for any paid member of USY who loves Israel. Join today! Simply go onto the link below. It takes 2 minutes, and it is not difficult.

<https://docs.google.com/forms/d/17rcyG3ly9jTiQ71EOXDhawXI9OmUXIPz323d1XI55A8/viewform>

## Why should I join Chalutzim?

Besides the opportunity to be in the best Israel club around, there are also plenty of other reasons to join Chalutzim:

- Chalutzon – The Israel Newsletter, full of hot Israeli music, movies, slang, as well as articles written by YOU!
- Chalutzim Seminar in Israel – An amazing in-depth trip for 17 Chalutzim, each from a different region, in Israel for 10 days. The trip is an exclusive opportunity to learn about Israeli culture, society and government.
- Other awesome benefits include a T-shirt at IC, pins or stickers, late night sessions at your regional conventions and at IC, and plenty of other incentives. Of course, these are just complimentary – the amazingness of Chalutzim should be incentive enough to join!
  
- The Chalutzim club is looking for a new T-Shirt design, so if you are interested or know someone that might be interested in designing the new Chalutzim club T-Shirt, let me know!

# Israel Pilgrimage Promotions

## Why is it Important to Promote Pilgrimage?

Learning about Israel is a good thing, but how can we truly relate to Israel if we don't fully understand what it is like to actually be there? There is no way to teach the feeling of being in Israel, so USY needs to send kids to the promise land. The chapter IA's need to be promoting Pilgrimage at every event, to make sure that USYers know about it. If all we continue to promote Pilgrimage throughout the year, we should be able to raise our numbers without trouble. Ways to advertise include hanging posters around your synagogue, talking about it with USY and Hebrew High schoolers, and handing out brochures at events. Pilgrimage is a once in a lifetime experience that helps USYers mature as people and develop a greater love for Israel, and I think we should do all we can to get kids to go.

## Get Past Pilgrims to Share their Memories

Being a Pilgrim myself, I know that Pilgrims love to talk about their favorite moments from Pilgrimage. Asking them to share their stories can be one of the most powerful tools in increasing applications. You can find stories from Pilgrims on the USY website and on the Israel Challenge.

## Scholarship Opportunities

Often, when I ask people why they aren't going on Pilgrimage, they will answer that it costs too much money. I will respond that if they want to go enough, they will be able to. Seaboard region offers scholarship money for summer programs. Winning the Israel Challenge also gives us extra money to send kids on summer programs, so if you are truly motivated to go, help raise awareness about the challenge. You can also go to your chapter advisor, to see if you can get a scholarship from them.

Other organizations include: 1. Plant Your Way to Israel: [www.jnf.org](http://www.jnf.org)

2. Israel Quest: <http://www.pjll.org/index.php?c=65&kat=Israel+Quest>

3. Scholarships listed on usy.org: <http://www.usy.org/programs/escape/scholarship.asp>

## Pilgrimage Tracks

### Israel Adventure

Spend your summer hiking the hills of the Golan, snorkeling in Eilat, praying at the Kotel, eating falafel (or shawarma!), meeting your best friends, and falling in love with Israel!

### Israel Adventure Plus

Spend five weeks experiencing a complete introduction to the land of Israel. Time is spent living history in Jerusalem, traveling through Haifa, hiking the Galilee, snorkeling in Eilat, and exploring the Negev. Your group will also spend a week in Gadna, a totally different experience of Israeli army training simulation.

### Israel Pilgrimage/Poland Seminar

Explore Jewish life in Poland, followed by four weeks of renewal in Israel. A full week is spent discovering the history and culture of Polish Jewry, including visits to the concentration camps of Sobibor, Majdanek, Auschwitz, Birkenau, and Treblinka. Poland Seminar also includes city tours of Warsaw, Cracow and Lublin.

### Eastern Europe/Israel Pilgrimage

Discover the unique cities of Eastern Europe, from the towering spires of Germany and the Czech Republic to the countryside of Poland. Learn about the past, present, and future of these unique Jewish communities, including visits to concentration camps. This is followed by four weeks exploring Israel

### Italy/Israel Pilgrimage

Begin your experience with a week of travel in Italy learning about the history of Italian Jewry from the inside, exploring the amazing cities of Milan, Venice, Florence and

Rome. You'll spend the final four weeks experiencing all that Israel has to offer.

## L'Takayn Olam

A four-week trip to Israel that includes both sightseeing and social action projects on a daily basis. The group will spend time up north, down south and in Jerusalem, as well as spending time volunteering on an army base. This program is a chance to explore the Jewish homeland and lend a hand to help make it better.

I think that Seaboard USY should send double the amount of kids last year. Last year, we sent 5 Pilgrims, and I think that 10 is not unreasonable. Please advocate for this life changing experience.

# “Classic” USY on Wheels

Adopted from USY website

Spend six-and-a-half weeks traveling coast to coast and experience North America, from sunrise on the rim of the Grand Canyon to pizza and blues in Chicago. Along the way, you'll meet the famous mouse at Disneyland, feel a mile high in Denver, eat some fiery Texas chili, and discover a rainbow of Redwoods, Yellowstone, and Blue Ridge Mountains, as you connect with the people and places of this great continent.

## Don't miss the bus!

Your Wheels bus will be grouped by age and supervised by five staff members. You'll travel on a fully equipped motor coach, driven by a professional driver who remains with each bus for the duration of the trip. The Wheels staff is comprised of responsible, mature individuals who have made working with Jewish youth a priority in their lives. Your bus will be in daily contact with the central USY office and the program director is on call 24 hours a day.

## On the road

Three full meals and numerous snacks are provided each day for you. All the food is kosher and is supplied by kosher caterers throughout North America. Most nights are spent at major hotels fully equipped with swimming pools and recreational facilities. The number of Wheelniks per room varies from three to four depending on the facility.

## Be a part of the big picture

A unique aspect of USY on Wheels is the Home Hospitality program. For about ten nights of the trip, Wheelniks are hosted in local United Synagogue congregants' homes and will have the opportunity to experience Jewish life in a number of communities throughout North America. You will also spend time with the local USYers, participating in activities and seeing what USY is like from Buffalo to Baltimore, Los Angeles to Washington, D.C.

## What makes USY on Wheels so special?

Through the Wheels program, the participants enrich and develop their awareness and appreciation of Conservative Judaism. Thus, for the length of the program, all Wheelniks observe Shabbat and *Kashrut*, participate in daily prayers and take part in structured classes that follow a prescribed curriculum. This unusual melding of Jewish education and observance,

the personal experience of meeting both Jews and non-Jews while traveling across the country, and the thrill of seeing the historical and exciting sights of North America, adds up to a growing and learning experience which has been unique to USY since 1960.

### An opportunity to give back through community service

Social action and community service projects are an important component of the USY on Wheels program. During the course of the summer, students will participate in at least three hours of volunteer work. Past projects have included:

- Volunteering at The Ark, a soup kitchen and food distribution center in Chicago
- Visiting sick patients in hospitals
- Singing songs at a the Jewish Home for the Elderly in New Orleans

### Let's go North America

The cost of USY on Wheels includes travel, room and board, gratuities and admission fees. **Scholarships are available** through the USY regions, local congregations and their affiliated groups. For further information contact your synagogue or regional USY director. You must be in grades 9-11 as of September 2013 to participate in the program.

# Israel Challenge

Written by Keenan Temin, Edited by Jared Tommer and Jordan Kalfon

## What is the Israel Challenge?

The Israel Challenge is a competition between regions to show their love for Israel (Ahavat Zion). This love is proven by earning Shekalim (points) through different tasks.

## How do you earn Shekalim?

- Answering weekly trivia questions from the USY listserv, Seabord USY listserv, and USY Israel Challenge facebook group and sending these in an email to [israelchallenge@usy.org](mailto:israelchallenge@usy.org) with your name and region
- Completing challenges from the list of separate Israel challenges following this
- Writing and submitting Ani Zocher stories
- Writing and submitting articles for the Hechalutzon
- Submitting Israel based programs with pictures and program write-ups
- Pointing out media bias in the news

## When is the weekly e-mail sent out?

The e-mail contains trivia, Ani Zochers, and a Hebrew word of the week to the international listserv each Tuesday afternoon. I then send out that email to the Seaboard listserv and Seaboard facebook group. If you are not a member, JOIN!!!! Go to [usy.org](http://usy.org), [seaboardusy.org](http://seaboardusy.org), or search "Seaboard USY" on facebook and join the group. Each USYer must answer the questions BEFORE Shabbat and e-mail their answers to [israelchallenge@usy.org](mailto:israelchallenge@usy.org) with their name and region

## Why do I want Shekalim?

Shekalim allow you to win the 2012 Israel Challenge! Why do you want to win?

-To show that your region has the most Ahavah Tzion!

-To learn about Israel and its culture!

-To win scholarship money! First place wins \$500, second wins \$300, and third place wins \$200, all for USY Pilgrimage scholarships!

### What else must I do to win?

Each region must complete AT LEAST 2 additional challenges to be in the running for the Ahavat Tzion Award. However, just 2 will not ensure a win

### How do I get involved?

-Use one of the challenges as a chapter Israel program! Take as many pictures as possible and send the pictures and a program write-up to [israelchallenge@usy.org](mailto:israelchallenge@usy.org) or [kalfonjordan@gmail.com](mailto:kalfonjordan@gmail.com)

-Submit other Israel programs to [israelchallenge@usy.org](mailto:israelchallenge@usy.org)

-Make sure you are answering the trivia and get your entire chapter to answer the trivia as well!

Remind them to subscribe to the USY listserv at [usy.org](http://usy.org)

-Promote Pilgrimage at events! To someone who does not have the funds to go on Pilgrimage, \$500 could make a difference and could cause them to participate!



# Kipat Chochma

By Jordan Kalfon

What is it: Kipat Chochma is a collection of Youtube videos on the USY Israel Youtube Channel that is a resource for everyone to use! In it is all topics from food and military history to politics and music. It is there for your benefit, so use it!!

<https://www.youtube.com/channel/UC>

# Zikaron BaSalon

By Jordan Kalfon

What is it: Zikaron BaSalon or memories in the living room is a program run on Yom Hashoah where people gather in a living room and listen to a survivor talk about their experiences and discuss the impact that the Holocaust had on Israeli culture and society. Ask me if you are interested or have any questions!

# Chalutzim Club Week

By Jordan Kalfon

What is it: To promote Chalutzim Club membership, we are going to have a club promotion week to see what region can get the most members by the end of the week while spreading the word about the theme for Chalutzim which is Finding Yourself in Israel. This will be taking place October 18-23 so save the date!!

# The Chalutzon Blog

By Jordan Kalfon

What is it: The Chalutzon blog is up and running! It is updated regularly with posts and articles from USYers sharing their own personal Israel Stories. Occasional prompts are posted to Facebook to be shared with USYers in order to encourage everyone to continue to send in awesome articles. Especially as we come out of such an eventful summer, lots of people have something to say about their experiences or opinions of Israel. If you are interested in submitting to the Chalutzon, let me know!

[Hechalutzon.blogspot.com](http://Hechalutzon.blogspot.com)

# American Israel Public Affairs Committee (AIPAC)

Adapted from [aipac.org](http://aipac.org)

## A Voice for the U.S.-Israel Relationship

For more than half a century, the American Israel Public Affairs Committee has worked to help make Israel more secure by ensuring that American support remains strong. From a small pro-Israel public affairs boutique in the 1950s, AIPAC has grown into a 100,000-member national grassroots movement described by The New York Times as "the most important organization affecting America's relationship with Israel." Political advocacy is one of the most effective ways in which AIPAC works to accomplish its mission. Each year, AIPAC is involved in more than 100 legislative and policy initiatives involving Middle East policy or aimed at broadening and deepening the U.S.-Israel bond. AIPAC works to secure vital U.S. foreign aid for Israel to help ensure Israel remains strong and secure. AIPAC is working to promote strategic cooperation between the two nations, to develop sound U.S. anti-terrorist policies, to share homeland security techniques and technologies, and to stop rogue nations such as Iran from acquiring weapons of mass destruction. These efforts are critical to Israel's security and to American interests in the Middle East and around the world. In addition to working closely with Congress, AIPAC also actively educates and works with candidates for federal office, White House, Pentagon and State Department officials, and other policymakers whose decisions affect Israel's future and America's policies in the Middle East. AIPAC keeps political leaders and citizen activists apprised of critical developments affecting the U.S.-Israel relationship through publications such as the Near East Report and continually updated news and issues analysis.

## Creating Citizen Advocates

While building support in Washington is essential, AIPAC is found wherever the future of the U.S.-Israel relationship could be affected. AIPAC has a network of 10 regional offices and nine satellite offices that help pro-Israel activists from Missoula to Miami learn how they can affect Israel's future and security by promoting strong ties with the United States. Throughout the year and around the country, AIPAC sponsors exciting events and educational programs featuring leading members of Congress, policymakers and top analysts. AIPAC also works on hundreds of college campuses, teaching student activists how to answer Israel's detractors and how to use political involvement to build support for Israel. The core of AIPAC's mission is building a

base of citizen advocates who team with our expert staff to educate America's elected officials, policy makers and opinion leaders. But we also engage in many important initiatives to ensure that whatever the future holds, AIPAC will be positioned to effectively promote the U.S.-Israel relationship. Among our most recent efforts is the Synagogue Initiative, which makes AIPAC information and staff available to congregations across America. AIPAC also reaches out to Christian, Hispanic, African American and other key community leaders to help ensure that Americans remain committed to a strong and vital U.S.-Israel relationship.

## About our Organization

AIPAC is registered as a domestic lobby and supported financially by private donations. The organization receives no financial assistance from Israel, from any national organization or any foreign group. AIPAC is not a political action committee. It does not rate, endorse or contribute to candidates. Because it is a lobby, contributions to AIPAC are not tax deductible.

## USY's relationship to AIPAC

USY focuses on two opportunities that AIPAC offers: The AIPAC Policy Conference and the AIPAC High School Summit. USY tries to send as many USYers as possible to both of these events, which have many speakers that focus on American-Israeli relations and are not necessarily always in favor of Israel; AIPAC is a bi-partisan organization. Because the conferences are always held in Washington DC, Seaboard is lucky to be able to send a fair amount of USYers to the policy conference. In the spring, Shira Kaplan will send out information about registering for AIPAC, so take advantage of this wonderful opportunity and also encourage others to go to the conference!