Reframing Antisemitism as an American Issue:   
A Strategic Approach

A Concept Paper & a Workplan by Atchalta

The global pro-Hamas movement has fueled a dramatic wave of antisemitism, leaving Jewish communities overwhelmed. This proposal offers a new framework for understanding and combating the contemporary blend antisemitism in America.

# The Challenge:

* Anti-Israel groups successfully frame the support for Hamas as an extension of anti-racist struggles
* No allies in fighting antisemitism
* Uncoordinated and often contradictory responses from Jewish communities

# Our Approach, Goals and Desired Outcomes:

Atchalta is leading likely the only effort directed at the Jewish ecosystem, trying to influence the approach and conduct of Jewish leadership and organization:

* **Universalization**: Reframe antisemitism as a broader American issue threatening core values
* **Counter-intersectionality**: Build broad coalitions w/ those concerned about American way of life
* **Decomposing** core values into politically diverse and decentralized campaigns that share common ground, generating a united (not necessarily unified) and collective Jewish response.
* Implement strategies across media, corporate, education, legal, and political sectors

# Key Action: Strategic Retreats Led by Atchalta

The main product of this proposal is a series of strategic retreats led by Atchalta for American Jewish organizations. These retreats will:

* Facilitate development of tailored strategies aligned with shared goals
* Encourage deliberation on effective responses
* Help organizations determine approaches that match their unique value propositions and priorities
* Foster a collective action that is politically diverse yet cohesive in practice

# Activities for the First Year:

* Conduct 5-7 strategic retreats with American Jewish organizations and communities (Hubs)
* Develop a comprehensive guidebook on reframing antisemitism
* Create a virtual course with AI tutorials on implementing new strategies
* Host a national conference on "Antisemitism and American Values"
* Launch a media campaign highlighting the American dimension of antisemitism

# Why Atchalta?

1. **Demonstrated Leadership**:
   * Atchalta's founder previously led successful campaigns influencing Israeli government policy on delegitimization.
   * Track record of supporting multinational companies against BDS attacks.
2. **Unique Methodology**:
   * Creation of new knowledge for tangible impact.
   * Utilizes Strategic Surprise theory to reveal blind spots and challenge misconceptions.
   * Employs mind mapping software and generative AI language models.
3. **Jewish ecosystem**: We are leading the only effort that focuses on changing the Jewish ecosystem’s approach towards antisemitism, targeting Jewish leaders, communities and organizations.

Parallel to this effort. Atchalta is already working with Israeli decision-makers on geopolitical aspects of this challenge. This separate workstream is not included in this proposal, which focuses specifically on the American context.

# Desired Benchmarks (First Year):

* Strategic Framework: Develop comprehensive approach addressing antisemitism through American core values.
* Professional Engagement: a series of speak and learn conversations with communities and organizations (September 2024).
* Adoption: Assist 5 organizations in crafting their own strategies through strategic retreats.
* Media Impact: Publish 5 op-eds framing antisemitism as an American problem.
* Thought Leadership: Publish a white paper in collaboration with US partners.
* Social Media Reach: Achieve combined following of 20,000 across platforms, with 5% engagement rate on core value content.

# Budget and Support:

Atchalta is looking to fundraise $650,000 per a year for 4 years, for its entire operation. We are seeking multi-year support, with an annual budget of $350,000 for four years. The budget covers Staff and Advisors, Activities; Travel; Marketing and Printing; Communication; Miscellaneous Expensesand Overhead.

# Final Words

We're at a critical moment that affects not just Israel or Jewish people, but democratic values worldwide. With over a decade of experience, we've proven we can drive real change. Our approach is comprehensive and action-focused. This situation demands immediate action, and here's the key: with the right resources, we can see tangible results within months. We're talking about measurable shifts in government policy and community engagement. Your support isn't just a donation - it's an investment in a more secure future for Israel and Jewish communities globally. You're backing a strategy with a track record of success, poised for even greater impact. We have the experience, connections, and strategy. What we need now are resources to act. With your support, we can mobilize key players, reshape narratives, and create lasting change. Will you join us in this crucial mission?

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