{

"title": "Atchalta: Addressing Antisemitism-Powered Warfare",

"introduction": "Israel faces an existential threat from enemies that defy traditional military paradigms. This strategy aims to wear down Israeli resilience through persistent, multifaceted pressure, targeting both domestic stability and international standing. The threat manifests as a protracted war of attrition with two primary objectives:\n\n• Breaking the spirit of Israeli Society.\n• Undermining Israel's legitimacy thru pro-Hamas led antisemitism in the West.\n\nAtchalta divides its programs into two main focus areas: activities in Israel and activities in America. Each area addresses specific challenges and leverages Atchalta's unique methodologies. This proposal covers only our activities in America.",

"about": {

"heading": "About",

"text": "Atchalta is a non-partisan, Zionist, and action-oriented strategy group dedicated to safeguarding Israel's national security and Jewish resilience worldwide. Our unique value lies in the in-house methodology and technology we use to uncover blind spots and challenge misconceptions, actualizing solutions through leadership engagement, strategic frameworks and retreats, public affairs, and coalition-building."

},

"challenge": {

"heading": "The Challenge",

"points": [

"Jewish leadership is bewildered and confused.",

"Chaotic, ineffective, and often contradictory Jewish responses.",

"Anti-Israel groups successfully frame support for Hamas as an extension of anti-racist struggles.",

"No allies in fighting antisemitism."

]

},

"approachAndGoals": {

"heading": "Our Approach and Goals:",

"text": "Atchalta is leading the only effort directed at the Jewish ecosystem. We work as a catalyst that strives to change the approach of Jewish leadership and organizations towards this challenge. Our goal is to transform the current chaotic Jewish response into an effective decentralized one. Key principles:",

"principles": [

"Universalize & Reframe antisemitism as only a symptom of a broader American issue threatening core values.",

"Breakdown core values into politically diverse and decentralized campaigns that share common ground, generating a united (not unified) Jewish response.",

"Counterintersectionality: Build coalitions between those concerned about American way of life, and implement them across media, corporate & education sectors."

]

},

"programActivities": {

"heading": "Program Activities and Methods (‘the Products')",

"activities": [

{

"name": "Strategic Retreats for Jewish Organizations",

"details": [

"Facilitating strategic retreats for Jewish organizations and communities.",

"A couple of 'Speak and Learn' Tours (the first planned for Sept. 2024) at local communities."

]

},

{

"name": "Comprehensive Guidebook and Virtual Course",

"details": [

"Develop a detailed strategic framework with recommendations.",

"Simplify the message: creating an Al-powered virtual courses for professionals."

]

},

{

"name": "Media Campaign: 'Antisemitism and the West'",

"details": [

"Utilize various media channels to launch a targeted media campaign to reframe antisemitism as a broader American or Western issue."

]

},

{

"name": "Knowledge Dissemination",

"details": [

"Webinars on \"Antisemitism and the West.\"",

"Produce and distribute educational materials to key stakeholders."

]

}

]

},

"whyAtchalta": {

"heading": "Why Atchalta?",

"points": [

{

"name": "Unique Methodology:",

"details": "We employ a unique technology-driven methodology to systematically address complex issues, which enables, along with our experience us to be serve as an authoritative voice on the issue."

},

{

"name": "Demonstrated Leadership:",

"details": "Atchalta's founder has a robust experience in influencing the Israeli government, the conduct of Jewish communities, and multinational companies on this issue."

},

{

"name": "Working both in Israel & the Jewish world:",

"details": "Atchalta complements the work in America by serving as a strategy partner for Israeli leadership, delivering innovative, comprehensive solutions and actionable insights for complex geo-strategic challenges (not discussed here)."

}

]

},

"programSchedule": {

"heading": "Proposed Program Schedule",

"year1": {

"heading": "Year 1 (2024-2025):",

"quarters": [

"Q1: Initiate 'speak and learn' tour and media campaign.",

"Q2: Launch strategic retreats and begin guidebook development.",

"Q3: Launch guidebook and developing education materials, retreats.",

"Q4: Series of webinars and dissemination, including Al tutorial course, retreats,"

]

},

"years2to4": {

"heading": "Years 2-4 (2025-2028):",

"points": [

"Yearly assessment and updating of annual workplans.",

"Program Monitoring and Evaluation Plan.",

"Reach and engagement of media campaigns and educational initiatives.",

"Ongoing briefings with government officials, community leaders, and partners to ensure relevance and effectiveness of strategies."

]

}

},

"organizationalBudget": {

"heading": "Organizational Budget (including work in Israel)",

"year1": {

"heading": "Year 1 (2024-2025): $650,000",

"categories": [

{"name": "Core Team Salaries (4 members)", "amount": "$350,000"},

{"name": "Advisors", "amount": "$40,000"},

{"name": "Marketing and Communications", "amount": "$80,000"},

{"name": "Research, Books, Technology, and Licensing", "amount": "$40,000"},

{"name": "Travel and Accommodation", "amount": "$30,000"},

{"name": "Training", "amount": "$10,000"},

{"name": "Webinars", "amount": "$20,000"},

{"name": "Printing and Design", "amount": "$20,000"},

{"name": "Miscellaneous and Overhead (10%)", "amount": "$60,000"},

{"name": "Total", "amount": "$650,000"}

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"years2andup":[

"Year 2 (2025-2026): $800,000",

"Years 3-4 (2026-2028): $1,000,000 per year"

]

}

},

"foundersPersonalWords": {

"heading": "Founder's Personal Words",

"text": "Israel and the Jewish world are at a critical juncture. With over a decade of experience, I've decided to take the plunge and establish Atchalta, believing that voices outside the establishment can better identify blind spots and craft long-term strategies. Our approach is comprehensive and action-focused, using a special methodology that systematically yields results. With the right resources, we can achieve tangible outcomes within months. Your support isn't just a donation - it's an investment in a more secure future for Israel and the Jewish world. We have the experience, connections, and strategy. What we need now are resources to act. Will you join us in this crucial mission?\n\nEran"

},

"contactInfo": {

"website": "www.atchalta.com",

"email": "eran@atchalta.com",

"founderAndCEO": "Eran Shayshon",

"phone": "+972528732343"

}

}