WHAT IS “BDS”? 
- BDS is a comprehensive, international strategy that seeks to present Israel as a pariah state.
- Designed to isolate Israel politically, economically, and culturally, many of its member organizations promote one state for both people, effectively replacing Israel with an Arab-majority state, and blocking the Two State Solution.
- BDS has become the central organizing principle around which almost all anti-Israel activity now revolves.

WHAT DOES “BDS” LOOK LIKE? 
- It calls for the dismantling of Israel’s security barrier.
- It demands the “Right of Return” of Palestinian refugees and their millions of descendants into Israel and not into the future Palestinian State.
- It uses propaganda that portrays Israel as “apartheid state,” “Nazi-like,” “racist,” “colonialist,” “arm of Western imperialism,” etc.
- It calls for boycott of or divestment from Israel/Israeli products.

JCRC Taking On The Challenge

MOUNTING A STRATEGIC ANTI-BDS CAMPAIGN, THE JCRC: 
- Works with elected officials to prevent and defeat anti-Israel resolutions in city councils.
- Builds faith coalitions and works with partners to advocate against and defeat church divestment resolutions.
- Works with campus administration and students to prevent and defeat campus divestment resolutions.
- Educates the Jewish Community and builds advocacy skills to expose the BDS Movement as an obstacle to peace.
What We Do...

- **EDUCATE**
  - The JCRC is a resource for Middle East issues of concern to our community.
  - Inform: Providing up-to-date material on Israel and the surrounding region.
  - Engage: Presenting an array of speakers to discuss Israel and the Middle East.
  - Deliberate: Promoting civil discourse on Israel and the Two State Solution within the community.

- **UPDATE**
  - The JCRC keeps the community abreast of important Middle East developments.
  - Reaching In: Convening community members and leaders on hot-button issues, such as Iran and Israel divestment campaigns.
  - Reaching Out: Developing relationships with our community partners and elected officials through interfaith summits and meetings to discuss Middle East issues.

- **ADVOCATE**
  - The JCRC promotes Israel’s right to exist in peace and security, actively combatting the Boycott Divestment and Sanctions (BDS) movement.
  - Support: Building strong coalitions in support of Israel and its legitimacy as a sovereign state.
  - Combat: Mobilizing the community to fight efforts to delegitimate and divest from Israel.
  - Reinforce: Working with campus administration, Hillel and student leaders to assure strong pro-Israel activity.

What You Can Do...

- **SIGN-UP**
  - Join our mailing list by writing to: info@jcrc.org

- **TAKE ACTION**
  - JCRC will send you action alerts, encouraging you and the community to take an active role. These actions are not labor intensive, but have a powerful collective impact, effecting real and lasting change.

- **DONATE**
  - JCRC depends on community support. Your contribution helps the JCRC’s efforts to build a just society and a secure Jewish future here and in Israel. You can make a secure donation online at www.jcrc.org or contact our office at 415.957.1551.

The JCRC is committed to being a resource for the Jewish community on all issues concerning the Middle East and invites you to work with us to promote a just society and a secure Jewish future.