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CONFIDENTIAL DOCUMENT

2015 Israeli Elections: Critical Decisions Ahead

Some Israeli political commentators are suggesting that these elections are the most significant since 1996, the first held after the assassination of Prime Minister Yitzhak Rabin. Pressing domestic and foreign challenges will be addressed by the leaders and government coalition that emerge from the elections to be held on March 17, 2015.

Many Israeli supporters in the United States have expressed an interest in contributing to projects that will empower the Israeli people as they move towards election day. As the attached commissioned paper by noted author and columnist Seffi Rachlevsky details, the overall voting levels in Israel have dropped dramatically, from 77-78% over several decades to as low as 63%. When one looks more carefully at the demographic breakdown, the voting patterns of different segments of society vary greatly. While voting levels in the ultra-orthodox, settlers and religious-Zionist communities remain high, the voting levels among young secular Israelis, non-wealthy secular Jews and the Arab community are much lower. For example, in the Arab community, voting levels in national elections have dropped to 55%, while in municipal elections, 85% of Arab citizens have voted recently.

In response to this situation, a group of organizations and individuals in the United States and Israel have put together plans to conduct a massive, non-partisan Get Out The Vote (GOTV) campaign targeting selected demographic and geographic segments of Israeli society. These campaigns will include the following components:

- Research, polling and messaging
- Public education and advertising
- Local grassroots canvassing
- Election day operation

We are already in touch with a highly talented combination of knowledgeable Israeli professionals and American experts with experience in similar recent operations, including the Obama presidential campaign.

As of the writing of this document on December 17, there are only 91 days until the election. We need to raise the necessary funds immediately to allow the operations to get established in order to maximize the remaining time until voting day.

Ameinu, through the Ameinu Peace and Democracy Fund (APDF), has been central in the development of the Arab community GOTV project (document attached), to be operated by Givat Haviva. This institution was established in 1949 by the Kibbutz Federation to build an inclusive, socially cohesive society in Israel by engaging divided communities in collective

action towards the advancement of a sustainable, thriving Israeli democracy based upon mutual responsibility, civic equality and a shared vision of the future. Their Public Engagement programmatic unit provides a perfect platform to quickly establish the GOTV effort and their management team is fully committed to the effort, so Givat Haviva has been chosen to carry out the Arab community GOTV initiative.

We need support from people who want to see greater involvement from all sectors of Israeli society as the country faces critical decisions related to its future as a Jewish, democratic state.

Get Out The Vote (GOTV) in the Arab Community

Objective:

Increase the March 2015 election turnout rate in the Arab community from 55% in the last national election to closer to that of the 85% rate of municipal elections (both held in 2013).

Management and Operation:

Givat Haviva was established in 1949 by the Kibbutz Federation to build an inclusive, socially cohesive society in Israel by engaging divided communities in collective action towards the advancement of a sustainable, thriving Israeli democracy based upon mutual responsibility, civic equality and a shared vision of the future. Their Public Engagement programmatic unit provides a ready-made platform to quickly establish the GOTV effort and their management team is fully committed to the effort, so Givat Haviva has been chosen to carry out the Arab community GOTV initiative.

Method:

- A. Conduct an immediate, large (1,000 participants) survey which will serve as a research and planning tool on how to act, identify potential target audiences, content of messages, and political bodies who can be partners to the effort. We hope to identify the types of public figures that have the potential of integration into the political system, thus attracting more voters. The results will serve to build the specific work strategy, and the operational stages for it.

Sample questions to be asked:

1. What are the reasons preventing you from taking part in national elections?
2. What will encourage you to vote in an election?
3. Whom would you vote for?
4. Who are the leading figures from the Arab community you want to see in the next Knesset?
5. Where do you receive information that serves you to form an opinion?
6. What would be your priority in the upcoming elections?
7. What do you expect from the Arab political parties?
8. What do you expect from the national political parties?
9. What is your vision of peace between Israel and the Palestinians?
10. Whom do you trust as a guide in your voting decision?

Bi-weekly polls will be conducted to guide the campaign.

Expected Cost: \$150,000

- B. Build and conduct a campaign in support of participation, based on the Issues identified in the poll, to be highlighted in public discourse through:

1. Social media
2. Newspaper articles
3. Talk shows
4. Town Hall meetings

Expected Cost: \$350,000

C. Plan and conduct a Get Out The Vote campaign for 3 months prior to elections to include election campaign:

1. Posters
2. Leaflets
3. T-Shirts
4. Advertising
5. Canvassing
6. Building data base
7. Building local committees
8. Identifying influencers

Expected Cost: \$1,000,000

D. Plan and conduct an operational plan for elections day logistics "Leave No Voter Behind" including:

1. Transportation to voting centers
2. Information Center
3. Data transmission
4. Activating Influencers

Expected Cost: \$1,000,000

Subtotal:	\$2,500,000
Equipment & Management:	\$500,000
Grand Total:	\$3,000,000