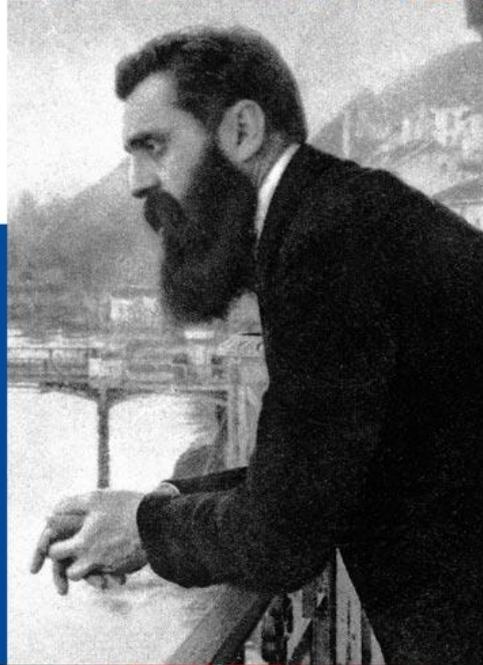


CELEBRATE ZIONISM MONTH



19TH APRIL - 15TH MAY 2021



**Celebrate
ZIONISM
YOUR
WAY**



Zionism Month 2021

The month of positive promotional activity about the concept of Zionism is being promoted jointly by the Zionist Federation of UK and Ireland (ZF) and We Believe in Israel (WBII) and will run from 19th April through to 15th May 2021.

We want to spread an understanding both of the historical logic and context behind the Zionist movement and the creation of Israel, and the contemporary necessity for Jewish (and other peoples') national self-determination.

How do we define Zionism?

There are many different strands of Zionist thought. All of these can be celebrated during Zionism Month. One aim is to promote Zionism month to audiences outside the Jewish Community, promoting a simple core understanding of Zionism that all Zionists can agree on, but which may not be familiar to people in the UK who have only heard the word Zionism used pejoratively by Israel's enemies.

We are therefore describing Zionism as support for Jewish national self-determination through the creation, existence, and continued support for a Jewish State in Israel.

When is Zionism month 2021?

April 12-May 14 seemed the most appropriate period because it coincided with Theodore Herzl's birthday (2 May), Yom Hazikaron (Israel's Remembrance Day 13-14 April) and Yom Ha'atzmaut (Israeli Independence Day - 14-15 April) as well as the Gregorian anniversary of Israeli Independence (14 May).

However, out of respect for the Royal Family, and to observe the mourning period for His Royal Highness Prince Philip, Duke of Edinburgh, we chose to delay the launch of Zionism Month to Monday 19 April.

Objectives of Zionism Month

We are organising this month of activity with these objectives:

Objective 1: To re-establish the core arguments for Israel's legitimacy as a state and the core case for the Zionist project with key political stakeholders and the wider public.

Objective 2: To reinvigorate the conversation around, and engagement with Zionism.

Objective 3: For people to be able to talk about their identity and beliefs in a positive way

What is being done during Zionism Month?

- We have created an "I am a Zionist" Twibbon (badge) to put on your Twitter profile and Facebook pages. To place your Twibbon on Twitter, click here: <http://twibbon.com/support/what-is-zionism-month>
To place your Facebook Frame, click here: www.facebook.com/profilepicframes/?selected_overlay_id=375108296917189
- The ZF and WBII will be jointly hosting '*Against All Odds: The Declaration of Independence*' on Wednesday, 12th May, with Professor Paula Kabalo from the Ben-Gurion Institute. Please save the date and we will launch registration soon.

- We are republishing a booklet on Israel and Zionism entitled 'Israel and Zionism: Know Your Facts'. This can be downloaded here: https://zionist.org.uk/wp-content/uploads/2021/04/Israel-Zionism-Booklet_ZM.pdf
- The ZF and WBII have produced a leaflet explaining what Zionism is and the core case for Israel for local printing and leafleting entitled 'Why Support Israel' which can be downloaded here: <https://zionist.org.uk/wp-content/uploads/2021/04/Why-Support-Israel.pdf>
- WBII have launched #RunningToIsrael to make your steps count throughout Zionism Month. As we can't currently get on a plane to Israel, let's go the distance together. How far can we get?



- The ZF has created a special Zionism page on its website at <https://www.zionist.org.uk/zionism-month/>
- We are republishing a pamphlet setting out the case for Zionism with a collection of quotes from famous people
- We are publishing a collection of 'essays on Zionism'
- We are launching an infographics series entitled, 'This is Zionism'
- We will be marking World Malaria Day with a factsheet on how the Zionist movement tackled and essentially eradicated malaria in Palestine pre-1948
- We will be republishing a booklet 'Minorities in Israel'
- We have created a 'What type of Zionist are you?' quiz. Look out for the link later in the month.

How can you get involved?

- Put a Twibbon <http://twibbon.com/support/what-is-zionism-month> or Facebook Frame www.facebook.com/profilepicframes/?selected_overlay_id=375108296917189 on your social media profile
- Use the twitter hashtags #ZionismMonth #ZionismMonth2021 #ImAZionist
- Enter our competition tweeting/instagramming why you are a Zionist with the hashtag #WhyImAZionist. The winner will be judged by the ZF and WBII and will win Historian Gil Troy's book 'The Zionist Ideas: Visions for the Jewish Homeland—Then, Now, Tomorrow' and a signed Idan Raichel album 'At the Edge of the Beginning.'
- Use the enclosed model letter to write to your MP asking if they support basic Zionist principles. You can look up your MP and their contact details here: <https://members.parliament.uk/FindYourMP> Please send any replies you get to steve@zionist.org.uk
- Send the enclosed letter to the editor to your local newspaper(s).
- Organise and promote Israel-related activities and articles during the month

Model Letter/Email to MPs

Your Name
Your Address

XXXXXX MP
House of Commons
London
SW1A 0AA

Dear

I am writing as one of your constituents to let you know that this month is Zionism Month. This month has been initiated by the Zionist Federation of UK and Ireland and We Believe in Israel.

I consider myself to be a Zionist because I support Jewish national self-determination through the creation and existence of a Jewish State in Israel.

I am writing to ask you as my MP whether you share my Zionist principles and support Israel's creation and existence as a Jewish State.

I look forward to your response.

Yours *etc.*

Model letter to the local press

Dear Editor,

It is currently Zionism Month, initiated by the Zionist Federation of UK and Ireland and We Believe in Israel.

I consider myself to be a Zionist because I support Jewish national self-determination through the creation and existence of a Jewish State in Israel.

There are many people here in [insert town or area covered by paper], both Jewish and non-Jewish who are proud to identify as Zionists.

I think it is important that your readers know that this word, which is sometimes used as a pejorative label by people who attack Israel, has a very positive meaning.

It has got to be something worth celebrating, that after two millennia of persecution culminating in the Holocaust, Jewish people now have a secure refuge where their culture is flourishing.

Yours etc.