

[Our video to the soldiers...](#)



BETH DAVID ISRAEL CAMPAIGN PLANNING

- A. TECH INDUSTRY HELP: The call to reserve duty has resulted in a workforce gap in the tech industry. Israel is in need of skilled professionals to provide a range of services to fill this gap in the startup workforce. Sign up at <https://www.startuppreserves.org/>
- B. CONTACTING GOVERNMENT OFFICIALS
 1. [Emergency Call-A-Thon to support Israel](#): Monday, October 30, 1-3pm at APJCC – call by phone to support Israel. Bring a fully charged phone. mayat@jvalley.org
 - a. Senator Laphonza Butler 202-224-3841
 - b. Congresswoman Anna Eshoo 202-225-8104
 - c. Congresswoman Nancy Pelosi 202-225-4965
 - d. For Senator Padilla, send email from his website: <https://www.Padilla.senate.gov/contact/>
 2. Thanking Newsom for his support: <https://jcrbayarea.salsalabs.org/supportnewsomsisraelvisit/index.html>
 3. Congress: [Aid Package](#)
 4. Congress: [Condemn antisemitism on college campuses](#)
 5. When leaving messages for local officials: Leave a message: (include name, phone, zip, and that you're a resident of CA) to please support Israel in its efforts against the terrorist group, HAMAS (be specific), and in the difficult days ahead.

C. JOIN SOLIDARITY RALLIES:

- This Saturday – Masorti Solidarity at each Synagogue
- Sunday at 1:30 PM at Yerba Buena Gardens

D. THANKING ISRAELI SOLDIERS

<https://thankisraelisoldiers.org/>

Video: <https://thankisraelisoldiers.org/> video above uploaded to whatsapp at 1-201-620-8540; add your own!

Letters: <https://thankisraelisoldiers.org/contact/>

E. JOIN WITH A SISTER SYNAGOGUE. Through USCJ we have a choice to adopt a sister synagogue in Israel, or Match with a hostage for community prayer. First [MEETING](#) on Nov. 5. - SUSAN WILL ASK BOARD ABOUT JOINING THIS EFFORT

F. COMFORT DINNERS FOR YOUNG ADULTS: Run a [USY Alumni Comfort dinner](#) - Mayer Adelberg might be able to help coordinate this...

G. SOCIAL MEDIA BLITZ:

Our numbers are small so we need to counter disinformation through a wave of Social Media posts.

- Long list of Information materials and videos (comes from Israel):

<https://dwv4ag7si3i3i.cloudfront.net/index.html?fbclid=IwAR2DPrub38ZovSp3wKZmYlwmO4sPNuyf551LhleyJx1skcnGY3EktLpwPYQ>

- Articles:

<https://www.israel21c.org/digital-iron-dome-to-protect-israel-against-toxic-posts/>

<https://www.jpost.com/opinion/article-744735>

- Follow influencers.

Some examples

Noa Tishby <https://www.instagram.com/reel/CyrHWQ5vO18/>

Lizzy Savetsky: <https://www.instagram.com/p/CyzFI21xXpo/?hl=en>

- Webinar: Building Resilience: Media Literacy for a Safer Jewish Community

Sunday, Nov. 6 at 7 pm on Zoom [Meeting Registration - Zoom](#)

With Assaf Kipnis, a social media investigation expert (5 with Meta)

Anthony Eastin, form psychological operations office of US Dept of Defense, and Meta investigator

H. WEAR SWAG – Show support by purchasing Swag from JSV which goes to the Israel Emergency Fund: <https://www.bonfire.com/store/jewish-silicon-valley/>

IDEAS BROUGHT UP AT THE MEETING

I. Red Balloon Initiative

A local Israeli presented this idea which is being done around the world (see photos in link below). If the board approves the idea, we'll have a signup sheet for the different items. One suggestion made that for the sake of the environment perhaps not to use 222 helium balloons but a subset along with the 222 posters as in some of the photos which used placards for 10-20 posters per balloon. And of course to be very careful that the balloons don't get released.

Description: The Red Balloon Initiative is a global display aimed at raising awareness about the Israeli hostages held in Gaza by Hamas. (Pictures and videos on Instagram at <https://instagram.com/theredballoon2023?igshid=MzRIODBiNWFIZA==>)

This initiative involves setting up a powerful exhibition in central locations like City Halls, where there's heavy foot traffic. The display comprises 222 red balloons, each one attached to a poster representing one of the kidnapped citizens and attached to a pair of shoes. For children, the red balloons and posters can be affixed to strollers, and for the elderly, they can be attached to walkers or wheelchairs. This visually impactful demonstration serves as a moving reminder of the individuals affected by this situation, making a compelling statement in support of the hostages' cause.

Another initiative is the "[Empty Table](#)", that could be done in a parking lot or park.

SUSAN WILL ASK BOARD ABOUT JOINING ONE OF THESE EFFORTS

2. Compassion Works tourniquets - Gene Tenberg www.compressionworks.com

This company supplies specialized tourniquets with a pump, enabling it to control massive bleeding for a long period of time until the injured soldier can be taken to the hospital.

- a. The first hurdle is figuring out how to get them to the IDF. Gene has attempted to figure this out through FIDF and the Embassy but to no avail. So he's looking for anyone who might have contacts within the IDF related to distribution logistics.
- b. Next is to get donations so that enough systems can be manufactured and sent to where it's needed.

3. Work towards showing restraint in Gaza

This discussion was tabled at this point. Obviously no one wants to see the extreme loss of life happening to the Palestinians. But at this moment in time let's stay united and focus on what we can do right now. Focusing on keeping the spotlight on freeing the hostages, assisting the IDF in defending Israel (their job), and supporting displaced, traumatized Israelis.