

Explaining the **BDS Movement**



StandWithUs

BDS on Campuses and Beyond

BDS is a dangerous new front that has opened in the war against Israel. BDS stands for the boycott, divestment, and sanctions movement against Israel. When Israel's enemies realized they could not conquer Israel through conventional wars and terrorism, they redoubled their efforts to eliminate it through economic, diplomatic, legal, and cultural warfare.



BDS is a growing global propaganda campaign designed to erode support for Israel, isolate it as the pariah of nations, and marshal international forces to delegitimize and eventually eliminate the Jewish state by persuading the international community that Israel has no right to exist or defend itself.

BDS is fundamentally anti-Semitic. BDS is an expression of the new anti-Semitism that targets the Jewish state instead of Jewish people. It denies the Jewish people their right to self-determination and deploys traditional anti-Semitic canards against Israel and its supporters.

BDS has one goal: the defamation and eventual elimination of the Jewish state. It seeks to do this by creating ill will against Israel among social and political leaders as well as future voters, along with a groundswell of public support for actions that will harm Israel politically, culturally, and economically. It hopes that over time, this and other pressures that Israel faces will lead to its collapse.

BDS is a formidable enemy. It is a well-funded, well-organized,



strategic global propaganda campaign with fervent operatives who demonize and delegitimize Israel and its supporters.

BDS is relentless, patiently adhering to its long-term strategy with ample funding, passion, and, most of all, patience. The BDS movement does not worry about losing individual battles today. It is persistent and returns next week, next month, next year.



Temporary defeats do not deter BDS activists. They are in this fight for the long haul.

BDS uses stealth tactics to gain PR victories. Activists manipulate customary legal and political procedures of the institution they are targeting, including our free speech liberties, to catch Israel's supporters by surprise, leaving them no time to mount effective opposition to BDS actions, resolutions, guerrilla campaigns, and street theater.

BDS especially targets the U.S., Israel's staunchest ally. The Arab League has used boycotts against Israel since its pre-state days. After these measures and campaigns of violence failed, anti-Israel extremists shifted their focus to eroding America's political, economic, and military support for Israel.

While BDS has made inroads in Europe, the most important battlegrounds today are in the U.S. (and Canada), where BDS has launched a multi-pronged attack.



Anti-Israel "Apartheid Wall" display, which is taken to North American college campuses

The BDS Tentacles

BDS' tentacles have reached nearly all arenas of society: corporations, small businesses, the arts, churches, synagogues, professional associations, labor unions, science, medicine, technology, libraries, social media, communities, and local governments. BDS' biggest focus is college campuses, where it uses dishonest rhetoric about "social justice" and "human rights" to appeal to young people, who are our future leaders and opinion makers.



Anti-Israel wall display. Photo taken at UCLA during "Israel Apartheid Week."

BDS on Campuses

Campus BDS activists work to manipulate minority groups, progressive organizations, campus media, and student governments into aiding their malicious agenda. Students from the BDS movement create coalitions and political blocs with minority groups and run for student government, sometimes winning a majority for themselves and their allies. As a result, dozens of student councils across the United States and Canada have debated BDS resolutions based on misinformation about Israel's self-defense policies. These resolutions call on schools to divest endowment funds from companies doing business in Israel.

In pursuing their agenda on campuses, anti-Israel groups aim to make Israel a pariah state in the eyes of the country's future leaders. Even when divestment resolutions are voted down, BDS activists still advance their goal by essentially forcing Israel to be put on trial in a public



forum instead of holding a balanced discussion or debate about all sides of the conflict.

Students for Justice in Palestine (commonly referred to by the acronym SJP) is the most prominent campus voice in favor of BDS. It operates a national

network of over 100 campus clubs across North American campuses that work together to demonize and defame Israel.

Most troublingly, SJP has been able to recruit allies by manipulating social justice-minded student groups that tend to flourish in left-leaning college environments. Jewish Voices for Peace (JVP), a nominally Jewish anti-Israel group is frequently called upon to inoculate SJP and its allies against deserved charges of anti-Semitism by claiming that there is substantial Jewish support for the BDS movement. (Of course, JVP is a mostly non-Jewish fringe organization, and the vast majority of American Jews support Israel.)

SJP falsely associates Israel with the worst grievances held by minorities in America and elsewhere, and it often uses euphemisms like the “right of return” to mask its support for Israel’s elimination. It uses terms like “genocide” and “apartheid” to misinform the public and promote anger against Israel. BDS activists actively campaign for student council seats with the intention of bringing anti-Israel resolutions to and passing them in the student government.

They seek to create a political environment where all those who truly believe in justice must support BDS, and all those who defend Israel are considered supporters of oppression.

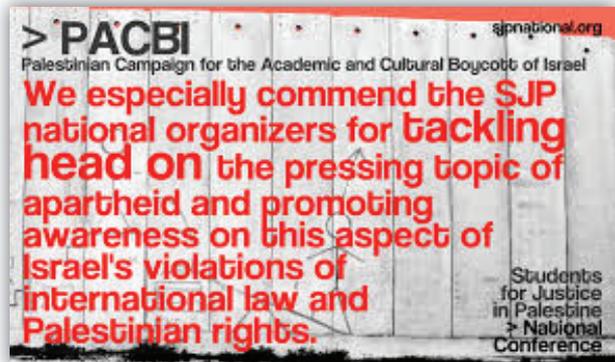


Most pro-Israel students, on the other hand, do not go to college intending to fight for Israel's good name and the rights of the Jewish people on their campuses. But due to the attacks against Israel on campuses, combined with the bullying of Jewish and pro-Israel communities by SJP members, increasing numbers of pro-Israel students are becoming engaged in the struggle to stand up for Israel and combat BDS.



To do so, these students must be motivated, well organized, strategic, and informed, and they must have the strength of the pro-Israel community to help them. They need education, effective strategies, engaging and informative content, funding, and crisis intervention as needed. Because

students graduate every four years, the struggle against BDS must be sustainable and not dependent upon the individual student leaders who are leading their



groups during any particular year. As long as BDS remains a serious threat, the Jewish community must develop and carry out a long-term strategy that pro-Israel students can use each year without having to reinvent the wheel every time BDS brings a new campaign to their campuses.

Defeating BDS

To defeat BDS, Israel's supporters must invest greater resources in going above and beyond the BDS efforts. We must focus on defeating BDS through a long-term strategic vision based on compelling messaging and education, widespread mobilization of Israel's supporters, and building broad support among people with diverse backgrounds and political viewpoints. There also needs to be greater emphasis placed on attaining positions of leadership with all major institutions that are targeted by BDS.

Finally, we must defeat the bigoted BDS movement through legal means. States like Tennessee and Illinois have already moved in this direction.



StandWithUs "Israel Matters" Display, which travels to North American college campuses to educate students about Israel.

SAY NO TO BDS

Because Its Goals Harm Everyone



Get involved at **NoToBDS.com**
Need legal help regarding BDS? Go to **EndBDS.com**

Need general information about Israel?
Go to StandWithUs.com/Resources

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