

MN Break the Bonds Campaign: Divest for Justice in Palestine  
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## Campaign Template

### **Goals:**

1. Support the Palestinian Call for boycott, divestment, and sanctions (BDS)
2. Get the state of Minnesota to divest of Israel Bonds (the state currently holds 2 bonds, 1 purchased at \$10 million and another purchased at \$8.4 million)
3. To organize a mass state-wide education campaign concerning Palestine
4. To make this campaign easy to replicate in some or all of the 21 other states and the District of Columbia which currently hold Israel Bonds.

All of this will be done with the further goal of supporting the Palestinian people in their struggle for human rights in a free society.

### **Campaign Timeline**

#### Pre-July 2008 work

- Researched and chose target
- Found a small group of people to focus on the divestment campaign – thinking about strategy and preparing for the first event
- Drafted a campaign statement

#### July – Nov. 2008

- Met with Palestine solidarity activists, organizers, and educators one-on-one to tell them about the campaign and invite them to the base-building caucus
- Planned for base-building caucus
- Researched the process of divestment
- Strategized on the framing of the campaign

#### Nov. 15, 2008 – one day “Base Building Caucus”

- Built relationships with other Palestine solidarity activists and new members of the divestment campaign
- Chose a campaign name and committed to building the campaign-base through one-to-ones over the next 4 months

#### Nov. 16, 2008 – March 27, 2009 – Base Building Phase

- One-to-ones with other Palestine solidarity activists, organizers, and educators and with others who are likely supportive based on their activism in other movements
- Database, listserv, and website creation

- Planned for Education Training Conference
- Began to identify regional organizers around the state

March 28 – 29, 2009 – two-day “Education Training Conference”

- Provided our base with the tools and resources to educate their communities
- Base of campaign committed to educate their communities using the framework of the campaign
- Formed Committees to work on:
  1. Media outreach
  2. Dealing with Backlash
  3. Fundraising
  4. Legislative Action
  5. Networking

March 30, 2009 – April 30, 2010 – State-wide Education Component

- Continued building the base through one-on-ones and organizing events
- Continued seeking regional organizers and building regional MN BBC affiliated groups
- Organized and conducted educational events about Palestine and the BDS movement around the state
- Members connected to one another and to the broader movement through the MN BBC list serve
- Created a new list for those who are interested in coming to events, but are not organizing for MN BBC
- Created postcards for the public to sign showing their support of ending MN’s financial support of Israel and began getting those postcards signed at educational events, rallies, and through one-on-one meetings
- Began organizing members to write op-eds and letters to the editor
- Formulated a plan for responding to backlash
- Conducted regional organizer tele-conference calls once/month
- Began sending out monthly MN BBC newsletters over the member list serve

May 1, 2010 – one-day Planning meeting

- Created a timeline for legislative action
- Created committees to work on various aspects of legislative action
- Re-energized members/organizers for planning educational events and bringing new people into the movement
- Started planning for a state-wide summer tour

June 2010 – USSF

- Share MN BBC with Palestine solidarity activists and others as a model!

**Later.....**

*If we win...CELEBRATE! And Move Forward with new goals*

*If we don't win...we will still Move Forward!! Either addressing this target again, in new and more advanced ways, or choosing a different target. Either way, we will be organized and will be educating people – a big success!!*