



## TIME TO CHOOSE

From August through December, Brit Tzedek's ***Time to Choose*** campaign will focus on building Jewish support for the next President and Congress of the United States to make a political resolution of the Israeli-Palestinian conflict a top priority.

It is ***Time to Choose*** a different policy that parts from the failed policies of the past.  
It is ***Time to Choose*** a policy that puts finding a solution to the Israeli-Palestinian issue at the top of the next administration's agenda.

**The main vehicle** for our fall campaign is our new national sign-on letter: "Time to Choose: A Rabbinic Letter to Senators John McCain and Barack Obama." See [mccainobama.org](http://mccainobama.org) for the text of the letter, a list of signers to date, and FAQs. Our immediate goal is to obtain 1,000 signers from rabbis, cantors and Jewish clerical students between now and September 20<sup>th</sup> and publish the letter and signer list in the October 3<sup>rd</sup> issue of the *Forward*. **To do that, we need participation from chapter activists across the country.** Other components of the campaign include op-eds by signers, signer radio show interviews, a video featuring signers, a radio news report, local chapter events, local chapter ads featuring rabbinic signers and other local leaders, and December home district lobbying.

This document is an outline of suggested campaign-related chapter activities in the synagogue and the community at large starting with the *Time to Choose* rabbinic sign-on letter. Chapters are not limited to these options; we welcome other ideas. Contact [adam@btvshalom.org](mailto:adam@btvshalom.org) for personalized assistance in creating a plan that meets the needs of your community.

### **I. Obtaining Signers for the rabbinic letter.**

In order to meet our goal, we need chapters to do individual follow-up with signers before the letter closes on September 20. The national office is providing for your follow-up, contact information organized by state for members of our Rabbinic Cabinet, non-Cabinet members who have signed previous Brit Tzedek initiatives, and other clergy. Please check the list and organize your chapter and *Time to Choose* pledgers to do follow-up calls and emails to those who haven't signed on (You should already have a list of Time to Choose pledgers in your area – please contact [adam@btvshalom.org](mailto:adam@btvshalom.org) in case you need it re-sent). Feel free to contact other potential signers in your community not on the lists and then send [Jeff@btvshalom.org](mailto:Jeff@btvshalom.org) contact information to update our database.

### **II. Thank signers and do follow-up asks.**

**Write a thank you note or make a thank you call to letter signers in your community and make follow-up asks.**

**A. Invite non-Cabinet members to join the Rabbinic Cabinet.** The only mandatory requirement is to have their name included on the list. They can participate in other Cabinet-related activities at their discretion, e.g. host chapter events, write holiday messages and op-eds, etc.

**B. Set up an appointment for a personal meeting to conduct a one-on-one.** The purpose of an individual meeting is to get to know the rabbi/cantor and for the rabbi/cantor to get to know the local chapter and what they can do. Given the time of year, many may not have time until after the High Holidays.

**C. Offer potential signers and/or appropriate synagogue committees a menu of possible chapter activities they can host.**

**Synagogue Activity Menu:**

- **Election Time Forums** – Invite spokespeople from presidential and Congressional candidates to talk about their candidates' perspectives on issues related to the *Time to Choose* campaign. You can also invite Brit Tzedek spokespeople, local rabbinic letter signers and/or Middle East experts to broaden the discussion and engage your audience in a participatory forum. Brit Tzedek staff will work closely with you in planning such events.
- **Listening Projects for the High Holy Days** — While everyone is fasting for Yom Kippur, many synagogues open up their doors for teach-ins and workshops between services. When you ask local clergy to sign the letter, you might inquire about offering a Brit Tzedek listening project. It's an appropriate activity for a holiday that encourages forgiveness and reflection as participants are encouraged to respectfully listen to one another's perspectives. Staff can help you adopt our Listening Project Guide to the election and the *Time to Choose* campaign.
- **Encounter-Point Screenings and Discussion**-- This documentary follows a former Israeli settler, a Palestinian ex-prisoner, a bereaved Israeli mother and a wounded Palestinian bereaved brother who risk their lives and public standing to promote a nonviolent end to the conflict. Brit Tzedek has a 50-minute version and discussion guide for shorter programs.

**III. Organize home-based chapter activities around the campaign.**

House parties are great opportunities to shmooze and connect with chapter members. They can be used to fundraise and strategize around a local campaign ad, to hear from local signer(s), and to discuss the upcoming elections.

**IV. Place an ad in a local paper with local rabbinic signers and other Jewish leaders.**

Brit Tzedek has subsidies chapters can apply for to help pay for the cost of placing ads in local papers with local rabbinic signer names immediately following the election directed to the President-elect. Chapters can also recruit local Jewish leaders to sign the ad. Brit Tzedek will provide graphic design services and coaching for fundraising. These ads will be placed in October but it's never too early to begin strategizing!

**V. Organize home district advocacy visits for December, especially with newly elected Congressional reps.**

Planning for December Home District Advocacy will begin in November. Contact [Deepa@btvshalom.org](mailto:Deepa@btvshalom.org) with any questions or to begin your strategizing.