Feb. 2024 UPDATED

#StopArmingIsrael Congress Actions Guide: Targeted Direct Actions, Birddogging, & **Call-Ins Guide**

CONTENTS



- 1. TARGET: Strategic targets guidance
- 2. HOW TO: Tactics guide links & birdogging guide
- 3. MESSAGE: Talking points & props guidance
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- 5. MEDIA: Leveraging media & social media after your action
- 6. INSPIRATION: Appendix of action & tactics examples

1. TARGETS & OPPORTUNITY IDENTIFICATION Strategic targets Guidance

CEASEFIRE TRACKER: WHO HAVE WE WON OUR MOST BASIC DEMAND WITH?

3 CEASEFIRE NOW TARGET CATEGORIES (in priority order)

Category 1A: Top priority: Progressives who haven't supported ceasefire

 \rightarrow Move them to support ceasefire statement or resolution, H.Res. 786 (all) and support conditioning & stopping \$14 bil. to Israel (Senate)

Category 1B: Second priority: Progressives & moderates with weak ceasefire statements, moveable to more action

 \rightarrow Pressure on military funding (Senate) & soon to come efforts on stopping settler violence (House)

Category 2: Enemies of the people list: Democratic leaders & Leaders of repressive bills

→ Publicly shame them to push moveable reps & move constituents

Not recommended for any actions beyond thank yous: Members of Congress on Rep. Bush's Ceasefire resolution or who have released strong statements independently. We've already won them over. Publicly pressure someone else and stay on USCPR's message!

Only requires passage in one chamber

board for

Non-binding, no **Presidential** signature required

 \rightarrow If your member of Congress refuses to sign (often for internal political reasons) but puts out a strong statement, that is laso a win. a:\VHLD\101623\D101623.023.xml (Original Signature of Member)

118TH CONGRESS H. RES.

Calling for an immediate deescalation and cease-fire in Israel and occupied Palestine.

IN THE HOUSE OF REPRESENTATIVES

Ms. Bush submitted the following resolution; which was referred to the Committee on

RESOLUTION

Calling for an immediate deescalation and cease-fire in Israel and occupied Palestine.

Whereas all human life is precious, and the targeting of civilians, no matter their faith or ethnicity, is a violation of international humanitarian law;

Whereas, between October 7 and October 16, 2023, armed violence has claimed the lives of over 2,700 Palestinians and over 1,400 Israelis, including Americans, and wounded thousands more;

Whereas hundreds of thousands of lives are at imminent risk if a cease-fire is not achieved and humanitarian aid is not delivered without delay; and

G:\M\18\BUSH\BUSH 033.XML

Whereas	the	Fede	ral Gov	ernm	ent	holds	immens	se dipl	omatic
powe	r to	save	Israeli	and	Pal	estiniai	ı lives:	Now,	there
fore,	be i	t							

1	Resolved,	That the	House	of	Representatives-

- (1) urges the Biden administration to immediately call for and facilitate deescalation and a cease-fire to urgently end the current violence; and
- (2) calls upon the Biden administration to promptly send and facilitate the entry of humanitarian assistance into Gaza

October 16, 2023 (11:29 a.m.)

(90584316)

CONDITIONING MILITARY FUNDING TO ISRAEL (IN THE SENATE)

- See the language here!
- Senators are working on a supplemental amendment tightening restrictions/oversight on US military funding weapons transfers, although not explicitly targeting Israel.

See our

Military Funding Map

as a public advocacy

resource

Senators involved in this are KEY:

→ States where BOTH Sens are involved

Massachusetts, Vermont, New Mexico, Hawaii

 \rightarrow ** = has <u>called for a ceasefire</u> call this a win and be intentional about level of escalation

Schatz (D-HI)

Hirono (D-HI)

Warren (D-MA)**

Markey (D-MA)

Merkley (D-OR)**

Welch (D-VT)**

Sanders (I-VT)

Heinrich (D-NM)

Ray Luján (D-NM)

Carper (D-DE)

Van Hollen (D-MD)

Durbin (D-IL)**

Kaine (D-VA)

MORE ON CATEGORY 2: Who are the Dem leaders? Who is leading repressive bills?

- A) Democratic leadership who are greenlighting genocide Ex: Sen. Schumer, Rep. Jeffries, Rep. Pelosi, Rep. Meeks, Rep. Hoyer, Rep. Adams
- B) Original co-sponsors (leads) of repressive bills, two key ones:
- H. Res. 894 explicitly conflating antisemitism and anti-Zionism Rep. Miller, Max L. (OH-7), Rep. Jackson, Ronny (TX-13)
- H.R. 6578 to create equivalent of the House Un-American Activities Committee but this time targeting critics of Israel.

Mariannette Miller-Meeks (IA-01), Debbie Wasserman Schultz (FL-25), María Elvira Salazar (FL-27), Josh Gottheimer (NJ-05), Max Miller (OH-07), and Jared Moskowitz (FL-23)

OPPORTUNITY IDENTIFICATION: WHERE TO FIND TARGETS!

Step 1: How to find opportunities to pressure elected officials	Step 2: Plan tactics that fit your escalation plan & your risk level → Birddogging works for EVERY event [see red slides for guide]			
Read all their communications: ❖ Sign-up for their official emails on their website ❖ Check every social media account	Town halls: (usually take place during recess)	 → Bring signs & matching shirts and flood the town hall → Line up question askers to make Palestine the main issue on the agenda 		
 Call/email their district office Do research: Set a google alert with their name Check govt holiday 	Public events:	→ Flood the event with a significant group of supportive folks and disrupt at a key moment		
parades/events Follow allies: Identify where they hold honorary positions like 'board member' and	Award ceremonies & holiday events:	 → Hand out fliers cleverly disguised as programs → Celebrate, in protest ex: carols, decorations, crash parade with your float 		
follow those orgs Find a friendly insider to alert you	In public:	→ Build a rapid mobilization squad (complete with protest safety roles, see here!) to make 'no justice, no peace' a reality by popping up at restaurants, etc.		

2. HOW TO - TACTICS GUIDES & BIRDOGGING GUIDE: Talking points & props guidance

WHERE TO LEARN MORE ON THE 'HOW TO'

Key links on the 'How To'.

- <u>Section 2 [red slides, next 4 slides]: Birddogging</u> = How to repeatedly pop-up at public events to make an impact on an elected official
- <u>Sections 2 & 5 [yellow slides]</u> = Creative example actions pressuring electeds
- How to on creative direct action visuals (Ruckus) and a how to on a wide range of disruptions (Beautiful Trouble)
- How to host phone zap power hours (USCPR)
- How to host a rally (Within Our Lifetime)

Find more in our <u>Action Toolkit!</u>

A HOW-TO GUIDE: BIRDDOGGING

What is it?

Birddogging is a strategy used by activists who repeatedly seek out elected officials, pin them down with specific questions or information, and retrieve their views. Typically activists follow-up by promoting a public video and/or asking for a private lobby meeting.

RECIPE FOR BIRDDOGGING

Ingredients

An event

A team

A plan

A goal

Directions

Get good seats
Blend in, clap loudly
RAISE that hand
Ask/record, rinse, repeat
Handshake/selfie!

Give the media your story Report back to BDN (us!)

DIRECTIONS

Get good seats
Blend in, clap loudly
RAISE that hand
Ask/record, rinse, repeat
Handshake/selfie!
Give media your story
Promote on social media

Bake it all together and you get a perfect birddog cake!



BIRDDOGGING CONSIDERATIONS

What might make you nervous about asking an elected official a question?

Is everyone given the same access to safety and opportunity at birddoggable events?

What steps might present different degrees of access to safety and opportunity within your plan and the space?



Escalating Our Tactics February 2024 Toolkit Examples update

1. Actions at politicians' events

Disrupting Biden's campaign rallies undermines his reelection





Bonus videos: Getting on stage in DC, shutting down San Diego Democrats event

2. 'Wake up call' noise demos at

electeds houses

Bonus video: 'Bloody Blinken' wake up call





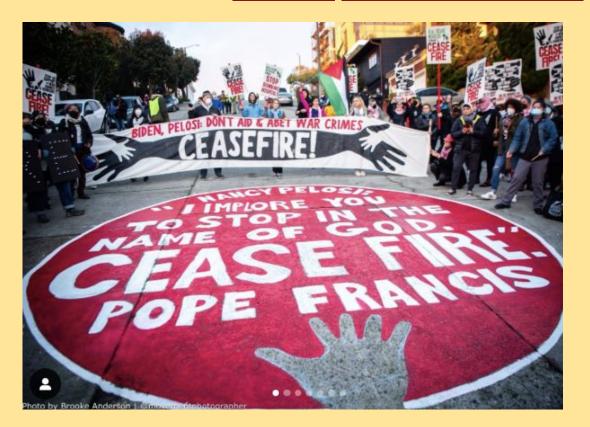
Funeral procession at Rep. Glenn Ivey's House (video)

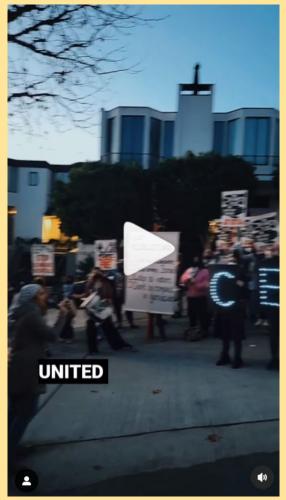


'Blood' in the streets at Pelosi's mansion

3a. Visually driven 'wake up call' actions: art!

Noise demo with **BIG ART** at Pelosi's mansion





3b. Visually driven 'wake up call' actions: shame & persistence

Hazami Barmada & DC organizers' 'Kibbutz Blinken' (video)



Basic Tactics Fall 2023 Tactics Examples

A FEW MORE EXAMPLE ACTIONS FOR CATEGORY 1 or 2 TARGETS

(see section 5 for more)

Mass Civil Disobedience

Ex: 150 arrested at Sen. Gillibrand's Office. Good news coverage here!



Birddogging

Ex <u>Chicago youth disrupt</u> Sen. Duckworth's performative mosque visit:



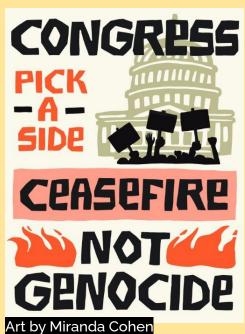
Office Visits or Sit-Ins

Ex: Khanna & Schakowsky



CONTEMPORARY CONGRESS PROTESTS







HISTORIC CONGRESS PROTESTS





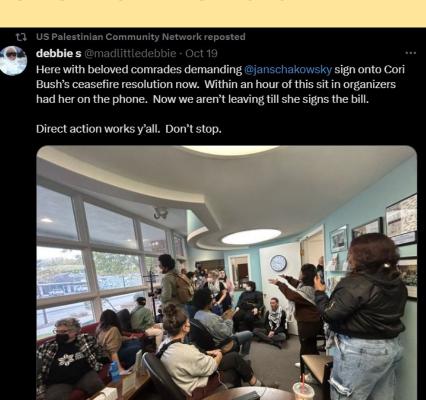
HISTORIC CONGRESS PROTESTS





CONTEMPORARY IN-DISTRICT OFFICE PROTESTS





CONTEMPORARY IN-DISTRICT OFFICE PROTESTS





3. MESSAGE: Talking points & props guidance

TOP-LINE MESSAGE RECS

#CeasefireNow #StopArmingIsrael

Speak out & sign-on for a permanent ceasefire now!

This is not our full demands, but it is critical to lead with this key demand from Palestinians in Gaza

Stop arming Israel

Emphasizing the US role and stopping future weapons sales is key!

• Stop the genocide in Gaza

Highlighting the US's diplomatic & militarity complicity in the ongoing genocide is critical to challenge genocide denial in advance



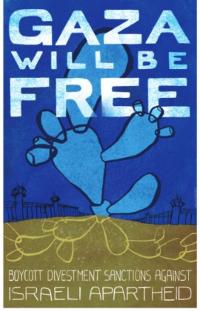




RESOURCES FOR ACTION CONTENT

- USCPR's Protest signs folder
- Protest art folder
- A list of the martyrs killed in Gaza
- List of demands from Gaza
- Use this <u>USCPR tool</u> for your taxes
- Share phone # for local rep. offices,
 and use this <u>script</u> for call-in actions





MESSAGING & SIGNS TIPS

- This is genocide. Sound the alarm! See Ahmed Abu Artema's message. The international community needs to intervene. The most important thing everyday individuals can do is PROTEST in large groups around the world.
- The root of violence is Israel's 75+ years of violent colonialism and mass killings of the Palestinian people.
- It is directly funded and rubber-stamped by the U.S. government with \$3.8 billion/year in military funding to Israel. Now Biden is promising to send more weapons & military funding.
 (Look up how much money in weapons to Israel people in your city send here through federal tax dollars.)
- Be very clear about actors: who the aggressor is (Israel) and who the oppressed is (Palestinians). Do not use passive voice.
- Warn audiences to be vigilant about rampant Israeli state propaganda and racist dehumanizing disinformation.

RESOURCES: <u>USCPR Gaza Messaging</u> + <u>Action Toolkit</u> + <u>Posters</u>

4. SAFETY: Anti-doxxing + security culture

SECURITY CULTURE

Security culture is about building safety through how we organize.

- Organize higher risk actions together (never alone!) and only people you trust. Make sure you have a vetting and onboarding system for new people so they can join this trusted circle with time.
- Complete anti-doxxing steps on next slide.
- Don't have your full name on Signal.
- Complete the following safety steps before your actions:

RECRUIT SAFETY ROLES AT ACTION:

- ☐ Safety Lead assigns roles
- ☐ Police Liaison liaises with police
- ☐ Legal Observer watches police
- Marshalls traffic control, de-escalation, and 'eyes on the street'

MAKE A PLAN FOR

- Security briefing with people holding roles (on Zoom or at protest)
- ☐ Route, if marching
- Supplies
- Dispersal & clean up

RESOURCES: Equality Labs Security Guide

TAKE THESE ANTI-DOXXING STEPS

AS A GROUP: Remove any photos and names of SJP members from SJP's social media Request your campus activities department to remove club contacts from university websites Do not work on your school's network, including Google Drive. Use encrypted platforms for coordination and mobilization, such as Signal or Telegram. Keep sensitive information out of platforms that are easy to infiltrate, such as GroupMe. Do not use your real name on Zoom calls, consider using initials or aliases. Do not take pictures or post about you doing anything that could get you arrested or doxxed. Blur and cover people's faces and identifiable features.

.....



OTHER SAFETY RESOURCES

- CCR's "If An [FBI] Agent Knocks" resource
- Palestine Legal <u>Intake Form if you need legal</u> <u>support</u>
- Vision Change Win Org & action safety toolkit pull from this for trainings!

5. MEDIA: Leveraging media & social media after your action

MEDIA TIPS

- * Consider if media will show up: Is this connected to something timely? Is the media already talking about this? If yes, try for media, if not, rely on social media.
- Prepare anyone who is speaking to media with practice interviews:
 - > Sticking to key message and write up 3 supporting talking points
 - Flag that info to audience "The most important things is"
 - > Bridging away from bad questions "The question we really should be asking is..."
- Follow tips in the following slides to have a plan and build a team

TELLING OUR STORY TO TRADITIONAL MAINSTREAM MEDIA

step-by-step actions guide

SO YOU HAVE AN ACTION:

- * What to do before an action
- What to do during an action
- What do do after an action

X What to do <u>before</u> an action

- ★ Assign MEDIA roles and responsibilities;
- ★ Send out media advisory;
 5-7 days prior or 48-hours prior maximum (not weekends)
- ★ Identify online targets

ROLES



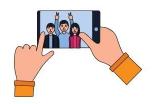


Outreach lead



spokespeople





social media lead(s)



writers (optional)

messaging lead



Outreach lead

RESPONSIBILITIES

- 1. Monitor news and keep a log of developments for
 - a. media advisory
 - b. talking points
 - c. "what's happening" brochure
- 2. Update media list to send the advisory to
 - a. Via twitter search (demo)
 - b. Via **local area** search (demo)
 - c. Via keyword **google** search (demo)
 - i. Tip: use Google alerts long-term
 - d. Bonus: **open letters**, signatories

spokespeople

RESPONSIBILITIES

- 1. Assist in writing talking points.
 - a. How?
 - i. Via news gathering
 - ii. Via organizational messaging resources
 - b. three questions to have answers to:
 - i. Who are you?
 - ii. What is happening/why are you here?
 - iii. What do you want? (demands)
 - c. Identify questions you will NOT respond to and prepare pivot strategy or alternative answers
- 2. **Seek out journalists during action** and take interview requests before, during, or after an action.



- ★ Seek and identify journalists in the crowd they tend to arrive ahead of time. Introduce yourself as an organizer. Make it clear you want to be interviewed and have your voice heard.
- ★ Vet them on the spot if you don't recognize their credentials You're the star of the show, take your time. Google them. Ask for twitter handle. Ask for a card. verify. verify.
- ★ Have a signal group for media spokespeople so you can alternate interviews, or have main signal group tag you when they spot a journalist.
 - Spokespeople SHOULD NOT have double roles at the beginning.

Seek out journalists during action Seek out journalists during action

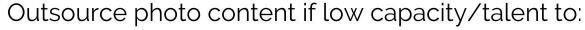


LESS IS MORE LESS IS MORE LESS IS MORE LESS IS MORE

At actions they don't want to hear you, they want to SEE you

VISUALS VISUALS VISUALS VISUALS

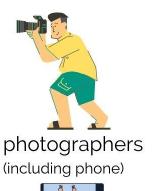
RESPONSIBILITIES



- 1. Have footage for use in the future
- 2. To send in a recap release to journalists or to media outlets who may request footage during interviews/for coverage

Org member should manage social media to:

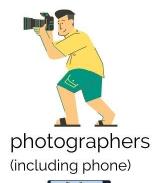
- 1. live-stream speeches and some chants
- 2.Post/tweet/share images from protest with language derived from messaging or informing people what's going on.





social media lead

But, even more important, is phone photographers





social media lead

- 1. Create a Signal group amongst assigned phone photographers/videographers and social media lead(s) preferably separate people
- 2. Photographers/Videographers take the footage, text a few factual details i.e. arrests happening now, or people are chanting "xxx"
- 3. Social media lead's sole responsibility is to post/tweet and tag — this is where the list of online targets come in handy



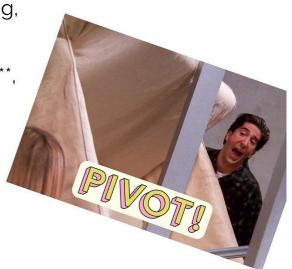
★ Use your talking points The pre-prepare answers to common questions. Who are you, what are you doing, what are you demanding,

★ Pivot when required

1.DO NOT repeat words that can be taken out of context. i.e. H*m**, "gunmen", attacks by Jenin etc.

2.IMMEDIATELY pivot back to the current moment and reiterate talking points

3. Use the ACTIVE VOICE when answering. Do not parrot media's incompetence. Say: Israeli forces killed/shot/demolished/etc.



LOCAL NEWS









Channel the "American" in you

- 1. Call local news the same way you call your reps and DEMAND representation, offer contacts
- 2. Submit op-eds or footage say 'I'm a resident of x & x and a constituent of x & x and feel strongly about..."





- ★ Sent a press statement only if required did something major happen that requires your org's acknowledgment or clarification?
- ★ Share footage with your media list
- ★ Debrief media experience and document it for future actions. including any journalists who showed up but weren't on your list, any questions you were asked but did not expect

6. INSPIRATION: Appendix of pre-2023 action & tactics examples

Asks we can make of Congress



And when we don't get what we want by asking... we demand it!

RALLYING, DIRECT ACTION, & BIRDDOGGING

(repeated confrontation with a decision-maker)

See also disruptive actions training

Examples pressuring Congress from the US Palestine movement:

- JVP <u>bird dogging</u> Sen. Schumer
- USPCN shaming @ Rep. Schakowsky in front of her house in Evanston
- USPCN <u>light boards</u> @ Rep. Schakowsky in Chicago + USPCN office occupation @ Rep. Schakowsky's office
- District 8 for Justice rally @ Rep. Raskin's office
- District 8 for Justice chalking @ Rep.
 Raskin's house & office
- PYM Press conference @ San Diego Reps
- PYM noise demo @ Speaker Pelosi in DC

Ex: JVP bird dogging Sen. Schumer



BREAKING: We ran into @SenSchumer so we told him face to face: "New York Jews demand you stop funding the ethnic cleansing of Palestinians." He didn't want to talk about it. Help us force him to. Call his office now and tell him the same thing: 212-486-4430.



4:26 PM · Oct 6, 2021 · Twitter for iPhone

Ex: Sunrise Movement middle school aged activists confronting Pelosi



Ex: USPCN office occupation + <u>light boards</u> @ Rep. Schakowsky in Chicago See how to guide from the Overpass Light Brigade





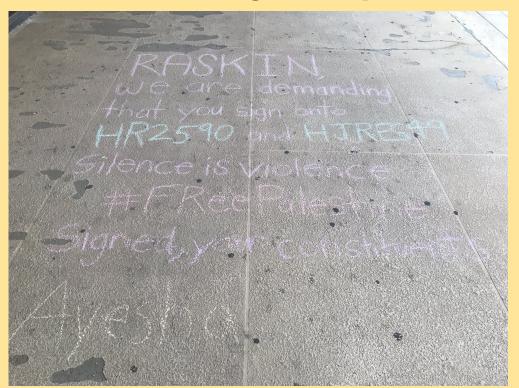


Ex: <u>USPCN going to Congress's door</u> @ Rep. Schakowsky in Chicago





Ex: MD2Palestine (formerly District 8 for Justice) mass chalking @ Rep. Raskin's house & office





Projection Actions: No More Stolen Sisters & Anti-JNF Action





Theatrical/Spectacle-Based Actions and Lockdowns: Palestine Action



Blockading business as usual: NDN Collective blocking Trump speech to Mt. Rushmore



DIGITAL PRESSURE

- USPCN <u>Social media shaming</u> w/ memes @ Rep. Schakowsky
- USPCN Call-in @ Rep.
 Schakowsky
- CSPP & Demilitarize
 Portland-to-Palestine <u>Email-in @</u>

 <u>Rep. Blumenauer</u>
- Zoom live call-in @ Rep. Raskin,<u>@ Biden</u>

Ex: USPCN <u>Social media</u> <u>shaming</u> w/ memes @ Rep. Schakowsky



When Jan name drops Arab & Muslim names to reaffirm her progressive values



US Rep Jan Schakowsky's PrOgReSsivE stance on Palestine





Listening to your constituents and endorsing H. R. 2590 The Palestinian Children and Families

Ask them If they support Hamas

Ex: USPCN <u>#StandWithThe6 Call-In</u> @ Rep. Schakowsky





Ex: CSPP & Demilitarize Portland-to-Palestine Email-in @ Rep. Blumenauer



Take action to end Oregon's investment in Israeli oppression

Take future action with a single click.
Log in or Sign up for FastAction

Oregon, Pick a Side:
Israeli Apartheid
or
Palestinian Human Rights

Last Name

Last Name

Ex: Zoom live call-in @ Rep. Raskin, <u>@ Biden</u>



- 2:00 pm [2 min] Leah (USCPR): Welcome, security = turn off video & remove last name
 if you need to!; encourage people to start calling!; what to expect from this event, how
 we're channeling our rage into action: raising the political cost on Israel to repress
 human rights defenders & drain their resources and continue the ethnic cleansing they
 document & challenge
- 2:06 pm [3 min] Lara (USPCN): Open the space with sharing about the great work these
 orgs do; why Israel wants to silence them; and why USPCN has been campaigning so
 hard to publicly demand change for 10 days now
- 2:10pm [[3 min] Shaina (DCIP): DCIP's work, role in HR 2590 and H.Res. 751 background
- . 2:14 pm [3 min] Sana: Brief outline of our big-picture strategy
 - Challenge moments of Israel repression with defensive outrage that raises the political cost of Israel continuing repression (see Sheikh Jarrah example summer 2021; de jure annexation example July 2020)
 - Follow social movements in meeting escalating repression with escalating demands and vision
 - Our demand of Biden
- 2:17pm [3 min] Nadya: Explain the connectedness between Israel's repression and US funding to Israel's ethnic cleansing, and emphasizing that we can polarize the Democratic party base in these moments to build the movement to end military funding & advance BDS for Palestinian liberation; polarizing the Democratic party; state violence
- 2:20pm [2 min] Pause for some feedback on how calls are going
- 2:22pm [3 min] Ayah: Takeaways & stories from AJP Action advocacy day: it was clear Congress was really being forced to listen to us and reckon with the movement & reminder of why it's important to call Congress, too
- 2:25pm [3 min] Beth: Close-out