



2021 Annual Plan Outline

A. Advocating for Palestinian rights

1. Establish Americans for Justice in Palestine (AJP) Action

In 2021, AMP will establish an affiliated 501(c)(4) organization--Americans for Justice in Palestine (AJP) Action. This organization will be able to engage in an unlimited amount of direct and grassroots lobbying; engage in the electoral arena; and establish an affiliated political action committee (PAC) if it chooses to do so. After AJP Action is established and running, AMP will no longer engage in legislative or governmental advocacy campaigns--that work will be conducted solely by AJP Action. AMP will remain responsible for educational and non-legislative organizing campaigns.

The two organizations will have overlapping, but distinct, boards of directors. The two organizations also will sign legally binding agreements that enable the sharing of resources, infrastructure and staff in conformity with the law.

The primary task of the new organization in the first part of the year will be to adopt governing documents, solicit seed money, and build a website and separate social media platforms. All of these tasks will be necessary to complete before AJP Action is able to assume the legislative and policy work previously conducted by AMP.

AMP has decided to establish this affiliated organization in order to better take advantage of the many political openings that exist to advance Palestinian rights in the US political arena. This affiliated organization will be unencumbered by the lobbying limits of a 501(c)(3) organization and will be able to support and oppose candidates for office within the limits of the law. These enhanced capacities will enable the organization to better support politicians who advocate for Palestinian rights.

2. Hold 7th Annual Palestine Advocacy Days

The coronavirus pandemic will again entail AMP hosting a virtual Palestine Advocacy Days (PAD) this year. Depending on when in the year it occurs, it will be conducted either by AMP or its affiliated 501(c)(4). This year's advocacy days will build upon the successes of previous

advocacy days. During its virtual 6th annual PAD in September 2020, AMP recruited more than 750 participants from 42 states to participate in more than 150 congressional meetings, including, for the first time in the history of PAD, dozens of meetings with Members of Congress themselves. Also, six Members of Congress joined our public plenary session. As a result of this advocacy day, more Members of Congress signed on to pro-Palestinian legislation. AMP will seek to increase the breadth of participation in this year's advocacy days, as well as strengthen the efficacy of its advocacy efforts.

3. Conduct multi-faceted and integrated advocacy campaigns

In 2021, first AMP and then AJP Action (after it is established) will engage in multi-faceted and integrated advocacy campaigns targeting the Executive Branch and Congress to undo as many as possible of the Trump administration's harmful policies toward the Palestinian people, and also to advance a pro-active agenda supportive of Palestinian rights. AMP has already taken important steps in these directions by sending the Biden transition team a detailed memo with policy recommendations and having introductory meetings with first-year Members of Congress.

The organizations will build on its previous successes in this sphere by: 1) engaging its grassroots supporters and chapters in in-district lobbying efforts; 2) direct lobbying through regular written communications and meetings with congressional staff; 3) the regular production and dissemination of written policy resources in a variety of formats--talking points, memos, and policy papers; and 4) regular public briefings with Members of Congress.

B. Organizing for Palestinian rights

As AMP spins off an affiliated 501(c)(4) organization to take its political advocacy to the next level, it will simultaneously expand its non-legislative organizing for Palestinian rights, developing additional signature organizing campaigns to mobilize the Muslim-American community to take additional meaningful action for Palestine. This organizing work will include both the intensification of existing organizing campaigns and the addition of new ones as well.

1. Ramadan boycott of Israeli dates

In 2020, AMP rejuvenated its flagship organizing campaign to enjoin Muslim-Americans to boycott Israeli dates during Ramadan and throughout the year. These dates are often deceptively marketed and are frequently harvested from illegal Israeli settlements in the West Bank with exploited Palestinian labor. AMP relaunched this campaign with an updated research paper, video, op-ed, and a consumer petition.

In addition to updating and expanding these existing resources, in 2021 AMP will take this organizing campaign to the next level to target at least one retailer and convince it to stop purchasing Israeli dates. While consumer boycotts at the individual level are important in raising awareness and decreasing overall sales, moving up the distribution chain and cutting off these contracts where they originate will produce greater impact.

2. Black-Palestinian solidarity campaigning

After the killing of George Floyd--yet another unarmed Black person killed by police--AMP undertook an organizational commitment to stand in solidarity with the Black community in its struggle against institutionalized racism. AMP conducted a six-part educational webinar series, entitled #Let'sTalkBLM, which examined different aspects of institutional racism in the US. This webinar series culminated in a high-profile panel at AMP's annual convention. AMP also lobbied for the George Floyd Justice in Policing Act during its annual Palestine Advocacy Days. In addition, AMP hired a consultant to produce an eight-part oral history video project of Black-Palestinian solidarity. This video series will be rolled out over the first four months of 2021.

In 2021, AMP will build upon this educational foundation and move from words to action by engaging in organizing campaigns to further Black-Palestinian solidarity. At the outset of the year, AMP will convene strategic closed-door conversations with Black and Palestinian grassroots and organizational leaders with the goal of further strengthening working relationships and launching joint organizational and intersectional organizing campaigns later in the year. These campaigns may build upon existing organizing frameworks for action, such as challenging joint US-Israeli military and police training or organizations that support racist systems both in the US and Israel, such as the ADL. Alternatively, these strategic conversations may result in new organizing campaigns and targets not yet identified.

3. Campaign for Israeli oppression-free Islamic investments

Islamic financing, banking, and investment is a sector of the economy that should be ripe for adopting screens to divest from any corporation complicit in Israel's oppression of the Palestinian people. And AMP, as the leading Muslim-American organization working exclusively on Palestinian rights, is ideally placed to engage this sector of the economy to ensure that financing, banking, and investment options for Muslim-Americans do not inadvertently contribute to this oppression. AMP already has had success in private conversations with a leading Islamic investment fund, resulting in that fund divesting from a weapons manufacturer profiting from Palestinian human rights abuses.

AMP will build upon this work by launching a full-fledged public campaign to obtain a religious edict from the Fiqh Council of North America to prohibit investment in corporations profiting from Israel's oppression, producing an educational resource for dissemination in mosques and other community institutions, and by getting at least one institution to publicly divest and/or prohibit future investments in at least one corporation complicit in Israel's oppression of the Palestinian people.

4. Strengthen Palestinian-Latinx solidarity work

Just as AMP engaged in educational work in 2020 to better understand anti-Black racism, in 2021 the organization will commit to educate itself and its supporters on issues of concern to the Latinx community with the goal of building ties of solidarity and laying the groundwork for future intersectional organizing.

AMP will do so by building connections with grassroots leaders and organizational representatives of Latinx organizations, producing webinars highlighting issues of concern to the Latinx community, creating educational resources in Spanish and English about shared issues of concern to the communities, along with Spanish language resources for Latinx-Muslims.

C. Educating for Palestinian rights

1. Hold 14th annual Palestine Convention

In 2020, AMP held its first virtual and 13th annual Palestine Convention, featuring nine panels with 40 speakers over three days, an event which attracted tens of thousands of viewers. The annual convention is AMP's flagship educational program, usually held in Chicago during Thanksgiving weekend and attracting thousands of Palestinian-Americans and supporters of Palestine from all over the country. Due to the coronavirus pandemic, the 14 annual Palestine Convention is also likely to be held virtually and AMP will organize another high-profile set of panels with outstanding speakers.

2. Educational webinars and videos

In 2020, AMP shifted much of its educational work online as a result of the coronavirus pandemic. AMP started a monthly educational webinar series which was viewed by thousands of people. These webinars included book talks with authors of Palestinian history, such as Profs. Rashid Khalidi and Nur Masalha, and roundtables with experts on issues of the day, such as Israel's potential annexation of additional West Bank land. In addition, AMP created more than two dozen explainer videos on various topics--Israel's detention of Palestinians without charge, its blockade of Gaza, and congressional legislation against Israeli annexation--to name a few.

Next year, AMP will continue these popular online and interactive forms of education. In addition, AMP will produce for the first time its own in-house presentation-style explainer videos (similar to those produced by AJ+, Now This, etc.). Its goal is to produce at least ten of these types of videos in 2021.

3. Revamped and redesigned website

In 2020, AMP made good progress on working with consultants to rebrand and redesign its website. This process will be completed by the first quarter of 2021, resulting in a new and

greatly-improved website that will enhance user experience, better showcase AMP's organizing campaigns and success stories, and better position AMP as an educational leader in the movement for Palestinian rights.

After the new website is launched, AMP will undertake a major overhaul of its existing Palestine 101 educational resources and make it an updated, expanded, multimodal, and interactive portal for learning about various aspects of Palestinian history and the struggle to achieve Palestinian rights.

4. Hire a communications director

To more effectively communicate AMP's work and positions to the public and to the media, AMP will seek to hire a communications director with experience working with the media. AMP could much better communicate its work and positions by issuing and disseminating to the media releases and advisories, placing op-eds, and having a designated spokesperson for the organization.

A communications director would also complement AMP's existing digital media consultants who produce digital content for AMP's website and social media platforms.