

**HUMAN AID
& ADVOCACY**



AWARENESS TO ACTION

**A Comprehensive
Guide to Advocating
for Palestine**

3rd Edition



CONTENTS

Seven ways to turn awareness into action. *Click any chapter to jump straight to it.*



INTRODUCTION

Why sustained pressure works, and why it must continue

3

01

TEN KEY MESSAGES

The core facts and arguments for every conversation

4

02

SOCIAL MEDIA ACTIVISM

Counter disinformation with Words of Justice and every platform

6

03

STRATEGIC BOYCOTTS & ETHICAL PURCHASING

Direct spending where it creates real pressure

10

04

DIGITAL CAMPAIGNING AND PUBLIC PRESSURE

Expose media bias and mobilise coordinated campaigns

16

05

LOBBYING PARLIAMENT

Turn constituent pressure into parliamentary action

22

06

SUPPORTING THE MOVEMENT

Give, contribute and mobilise behind specialist organisations

29

07

READING AND RESOURCES

Books, articles and media to deepen your understanding

33

INTRODUCTION

The unimaginable horrors of the Zionist genocide in Gaza have left many feeling grief, anger and frustration. **Yet the past three years have also shown that real change is possible.**

Sustained activism has produced seismic shifts in public opinion, brought Palestine to the centre of political debate and forced governments, companies and institutions to respond to demands they once ignored.

Zionism is in crisis.

Its claims to moral legitimacy have been shattered, Israel is increasingly isolated, and support for Palestinian liberation has entered spaces from which it was previously excluded. These changes are **proof that our efforts are not in vain** and that organised and relentless pressure can dramatically alter the political landscape.

But crisis is not defeat.

The genocide continues and Israel is still protected by powerful governments and institutions. Our response must therefore become **more concerted, coordinated and strategic**. With our du'as and ritual worship as the bedrock, we must **turn awareness and outrage into sustained action**.

This guide provides practical ways for **every individual to contribute**, from social media activism and strategic boycotts to digital campaigns, political lobbying and supporting advocacy groups. It should not be treated as a list of isolated actions, but as **a framework for collective action that actually works**.



The question is no longer whether pressure works. It is whether we are willing to sustain it until Palestine is free.

1.

TEN KEY MESSAGES

01**This did not start on October 7th, 2023**

- October 7 wasn't a cause, but a **symptom of over a century of Israeli oppression, dispossession, and murder of Palestinians**
- The global focus on the events of October 7 only serves to emphasise the **decades of indifference** to the ethnic cleansing (1948), brutal Israeli occupation, and the unimaginable atrocities and injustices, that Palestinians have endured.

02**Israel does not have the right to self-defence**

- Israel has been **internationally recognised** as an **occupying power** since 1967.
- Under international law, Israel **does not have the right to self-defence** against the West Bank and the Gaza Strip.
- Articles 47–78 of the Geneva Conventions impose **substantial obligations** on **occupying powers**; it is **nonsensical** for a **settler colony** such as Israel **to claim self-defence** against the native population it is colonising.

03**The Palestinians have a legal right to resist**

- Under International law, Palestinians have **a legal right to armed struggle** against occupation, to achieve self-determination and liberation.
- The UN General Assembly Resolution 37/43 asserts **"the legitimacy** of the **struggle** of peoples **for independence**, territorial integrity... and **liberation from colonial and foreign domination / occupation by all available means**, including armed struggle".

04**Israel has turned the Gaza Strip into a concentration camp**

- Despite withdrawing in 2005, Israel maintains a brutal, **full blockade of Gaza** with complete **control** over its **borders**, access to **water**, communications and internet, **electricity**, fuel, **food** and medical aid.
- Nothing enters or leaves Gaza without Israeli permission, making it the **biggest open-air prison in the world**.
- Before October 7, Israel **deliberately "put Palestinians on a diet"** by restricting food, and **"mows the lawn"** by periodically bombarded Gaza, killing thousands each time.

05**Israel is committing a genocide against the Palestinians**

- **Amnesty International**, Israeli rights group **B'Tselem**, a **UN Commission of Inquiry** and the **International Association of Genocide Scholars** have all concluded that **Israel is committing genocide in Gaza**.
- On 26 January 2024, the **International Court of Justice (ICJ)** ruled that Israel is **'plausibly' committing genocide in Gaza**.
- Genocide is defined as the **intentional destruction** of a national, ethnic, racial, or religious **group, in whole or in part**.

06

Israel fabricated atrocities on October 7th to justify its genocidal campaign in Gaza

- The claims of systematic **rape, beheaded babies** and other violent acts, parroted by the West have been **proven false**.
- The unique barbarity of the fabrications **provided the pretext** for the genocide of Palestinians.
- At the heart of this grand scandal are two **Israeli disaster relief groups**, ZAKA and United Hatzalah, who **invented** and then spread **malicious propaganda**.

07

Palestinian groups do not use 'human shields' – Israel does

- The claim that Hamas uses civilians as human shields is **unsubstantiated** and has **never** been **independently verified**.
- It's a **convenient smokescreen**, enabling Israel to disproportionately **target Palestinian civilians** and civilian **infrastructure**.
- Meanwhile, **Israeli human rights group B'Tselem** has documented hundreds of cases of **Palestinians being used as human shields by the Israeli army**.

08

Israel is illegally holding thousands of Palestinians captive

- Since October 7, **arbitrary arrests have soared** with Palestinian hostages numbering **9,623** with at least **3,176 held without charge or trial** as of Sept 2026.
- There are multiple confirmed reports of **torture, abuse and systematic rape** of Palestinian hostages in Israeli prisons, **ignored by the media**.
- As of May 2026, Israel passed a law to **impose the death penalty** and conduct **public trials** for Palestinian hostages.

09

Criticising the actions of Israel is not anti-Semitic

- **Zionism is not Judaism**; it is a **colonial**, racial supremacist ideology founded on the expansionist concept of a **Greater Israel**, spanning well beyond the **Jordan River** and the **Mediterranean Sea**.
- Zionists strategically **conflates** Israel and **Zionism with Judaism** to deflect legitimate criticism.
- This tactic **preys on Western guilt** for allowing the horrors of WWII and also purports to absolve Israel's allies from placing pressure on Israel to comply with international law.
- Meanwhile, the Palestinian slogan of liberation **"from the river to the sea"** is denounced as **antisemitic** or genocidal, despite the fact that the **"Greater Israel"** concept envisions territorial claims that surpass even these **geographical boundaries**.

10

This is not complicated

- Contrary to what many claim, this 'conflict' does **not date back thousands of years**, **nor** is it **fundamentally religious** in nature.
- The solution is very simple: **Israel must comply with international law**. UN Resolution 242, adopted unanimously by the UN Security Council on November 22, 1967, calls for **Israel's immediate withdrawal from all occupied territories** and the acknowledgement of **the sovereignty, territorial integrity and political independence of every State** in the area.
- While Palestinian groups, including Hamas, **have accepted this settlement**, **Israel continues to oppose** it in word and action, expanding illegal settlements and destroying any possibility of a future Palestinian state.

2.

SOCIAL MEDIA ACTIVISM

What's the problem?

As social media platforms have become **the primary news source for younger generations**, pro-Israeli activists—aware of this reality—are working tirelessly to mobilise and dominate this space to control the narrative and manipulate public opinion.

Who has the ability to do something about it?

We Do! Since the onset of the Israeli genocide, **social media platforms have been instrumental in exposing truths suppressed by mainstream media** while also challenging pro-Israeli talking points. This is practical proof that **our collective voice can break through the wall of pro-Israeli propaganda** in ways that were not available to previous generations.

If you're not already on social media, consider joining X, Instagram, Facebook, or TikTok—they're powerful tools in the fight to shape the narrative. Even **committing to just 5 minutes a day can make a real difference** in challenging misinformation and amplifying the truth.

What action can we take?

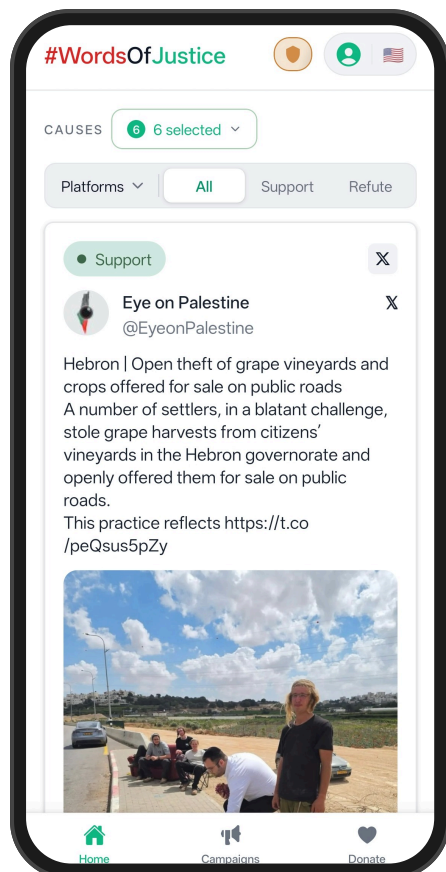
1. Use Words of Justice: An AI tool to help win the propaganda war

Words of Justice is a **free grassroots advocacy platform** that helps people counter disinformation, create evidence-based content and take part in coordinated campaigns. It can generate **social media replies, original posts, emails, call scripts** and other campaign materials using curated, cited sources.

It is available through **wordsofjustice.org** and as a **dedicated app for iPhone, iPad and Android**, officially listed on both the Apple App Store and Google Play.



How to use Words of Justice



STEP 1. Find the moment

Open Words of Justice and **select a cause and social media platform**. Browse the social media feed to select a post you want to either **support or refute**.

STEP 2. Create your response

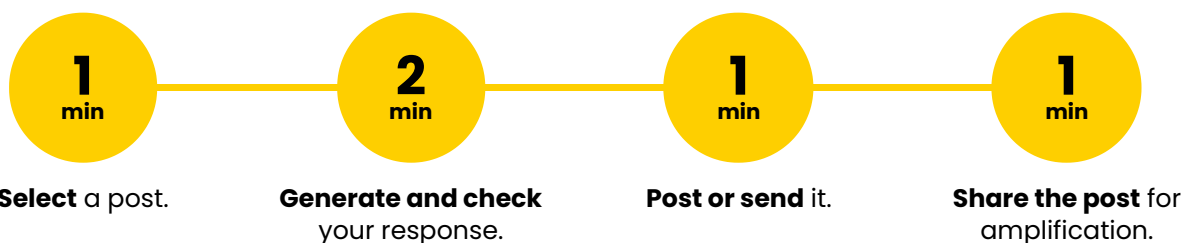
Click **“Support with AI”** to craft your response. You can then curate the response by **altering the tone and length** to suit the audience and objective.

STEP 3. Check and personalise

Proofread and fine-tune your reply before posting so that it's your own voice. Once you are satisfied, share it on your chosen platform and **engage with relevant accounts and conversations** to help the message reach a wider audience.

Your 5-minute digital action

Make social media activism part of your daily routine by **committing at least five minutes each day**:



2. How to maximise your impact on social media

Each platform rewards different kinds of engagement. **Use each one for what it does best:**



X (Twitter)

*X is particularly useful for **breaking news**, **public debate** and challenging journalists, politicians and institutions **in real time**.*

- Don't only like posts — **reply, repost and quote-post** important content with your own short explanation or argument.
- Use quote-posts to **add context, evidence or a clear takeaway**, rather than simply repeating the original post.
- **Reply to influential journalists, politicians and commentators** when their posts are gaining attention. A clear, sourced response can reach the thousands of people reading the discussion, not simply the person you are replying to.
- When an important story breaks, **engage while the conversation is active** rather than waiting several days.



Instagram

*Instagram is particularly powerful for **visual storytelling** and turning information into content people can easily redistribute.*

- Share strong posts, carousels and Reels to your Story and **add a short personal comment or call to action** explaining why people should pay attention.
- Use **collaborative posts** where appropriate so the same content reaches the audiences of multiple organisations or creators.
- Create **carousel posts** that break complicated issues into simple, shareable slides. Make the **first slide strong enough to make people stop scrolling**.
- **Make the final slide actionable:** share this, contact your MP, join the campaign, attend the protest, boycott the target.



TikTok

*TikTok is especially effective for **reaching people beyond your existing followers**, including audiences who may not already follow Palestine-related accounts.*

- Prioritise **short, clear videos built around one message** rather than trying to explain everything at once.
- **Put the central point in the opening seconds** — give people a reason to keep watching.
- Use **Stitch and Duet** to respond directly to misleading claims, media clips or political statements while allowing viewers to see the original context.
- Turn complicated developments into **accessible explainers**: What happened? Why does it matter? What can people do?
- When a format or discussion is already gaining attention, use it to **bring Palestine into conversations** reaching audiences outside the activist space.



Facebook

*Facebook remains particularly useful for **community organising, local networks** and reaching audiences that may be less active on TikTok, Instagram or X.*

- Share important posts with **your own introduction or explanation** rather than simply pressing "share".
- Use relevant **local and community groups** to circulate events, campaigns, petitions and calls to action where permitted.
- Create **Facebook Events** for demonstrations, fundraisers, meetings and community actions and encourage supporters to invite others.
- Use **longer posts** when an issue requires more explanation — Facebook is better suited to context and discussion than many short-form platforms.

Should I respond?



Respond when:

- The account has a significant or relevant audience
- The false claim is gaining traction
- Undecided people are likely to see the discussion
- You can provide clear evidence
- A response supports a wider campaign objective



Do not engage when:

- The account is an obvious troll with little influence
- The post is designed purely to provoke abuse
- Responding would expose a vulnerable person
- Your engagement would give an obscure falsehood greater visibility
- You are reacting emotionally without checking the claim

3. General advice when engaging in social media

- Don't get angry
- Don't swear
- Don't name-call (ad hominem attacks)
- Don't libel people
- Avoid all tropes or stereotypes
- Ignore "trolls" who try to goad you by making outrageous statements
- Pause before hitting send! Even deleted tweets may have been screen-grabbed and used to damage peoples' careers years afterwards

What will you have achieved with your action?

Zionists are increasingly panicked by their unprecedented loss of control over the narrative during the ongoing genocide, responding with smear campaigns against pro-Palestinian voices and calls for censorship and suppression of free speech. Rather than deter us, **this should strengthen our resolve** to expand our presence on social media, amplify our message, and become the leading voices for truth and justice as the mainstream media continues to fade into irrelevance.

3.

STRATEGIC BOYCOTTS & ETHICAL PURCHASING

What's the problem?

Our money does not exist in isolation from the companies and institutions we spend it with. There are a plethora of **multi-national companies, academic institutions, and financial groups** connected to Israel through **investment, contracts, supply chains, technology, financial services or commercial activity**.

But effective boycotting does not simply mean trying to avoid every company appearing on a social media graphic. **Concentrating collective pressure on a smaller number of carefully selected companies** can be more effective than trying to boycott an enormous and constantly changing list of brands.

Who has the ability to do something about it?

We all do, particularly when we act collectively.

One person changing a purchase is a personal decision. **Hundreds of customers** changing their purchasing habits, **a restaurant** changing supplier, **a masjid** changing its procurement policy or **a university** reviewing a contract can create a much larger commercial signal.

We all therefore have a role to play in **campaigning for institutional change** that could eventually lead to significant change.

The objective should therefore be bigger than:

"What can I stop buying?"

We should also be asking:

- **What spending** can we collectively redirect?
- **What organisations** can we persuade to change their purchasing?
- **What specific outcome** are we trying to achieve?

What action can we take?

1. Know what to boycott



Scan for the current target list

[Guide to BDS Boycott & Pressure Corporate Priority Targeting](#)

Use a boycott app

Apps such as **No Thanks** and **Boycat** include barcode scanners, allowing you to check any product for ties to Israel — complete with supporting evidence.



2. Change your spending

Boycotts begin with individual choices, but the aim should be to **turn those choices into habits that can be sustained.**

Take the 10-minute spending audit

Think about the things you regularly spend money on:

Food and drink

Restaurants and takeaways

Coffee

Technology

Banking and financial services

Travel and accommodation

Subscriptions and online services

Identify **recurring purchases** you want to change and find practical alternatives.

Build your switch list

Don't stop at identifying what you want to avoid. **Find the alternative.**

CURRENT PURCHASE	ALTERNATIVE	SWITCHED
		☐
		☐
		☐
		☐
		☐

Where possible, consider **Palestinian businesses, independent businesses** or other suppliers that meet the criteria you are looking for.

Make the switch permanent

A boycott has little value if someone changes their purchasing for two weeks and then quietly goes back. **Focus on realistic changes that can become your new normal.**

Your 30-minute action



DON'T JUST BOYCOTT. SWITCH. ORGANISE. REPEAT.

3. Take the boycott beyond your own shopping

Some of the biggest opportunities for action may be sitting in **organisations we already belong to**. The BDS movement's current campaigning guidance similarly emphasises organisational and institutional action alongside individual consumer boycotts — including **procurement, contracts and investment decisions**.

Local shops and restaurants

Approaching local shops and restaurants works best when you come prepared. Instead of simply asking "Why are you selling this?", approach the business with:

- | | | | | |
|---|---------------------------|------------------------------------|---|---------------------------------|
| 1 | 2 | 3 | 4 | 5 |
| The product | The evidence | Offer an alternative | Organise | Follow up |
| What are you asking them to reconsider? | Why is it being targeted? | Make it easier for them to change. | Bring other customers, members or organisations behind the request. | Ask what action has been taken. |



Download our business letter

A ready-made one-page letter to help you approach local businesses respectfully, provide the relevant evidence and suggest alternatives.

humanaid.org/boycottbus

Mosques & community organisations

Ask your mosque, charity, Islamic centre, sports club or community organisation to carry out an **ethical procurement review**. Look beyond drinks served after Jummah. Consider:

Catering

Event refreshments

IT equipment

Printers and technology

Banking and investments

Online services

Venue and event suppliers

Regular organisational contracts

The objective is not simply to tell an organisation what it should avoid. **Give decision-makers enough information to find workable alternatives.**



Create an ethical purchasing policy

Download our template policy, which your mosque or organisation can adopt and adapt.

humanaid.org/boycotts

Universities and workplaces

Find out who actually makes purchasing decisions. It might be:

- A procurement department
- A student union
- A society committee
- A catering contractor
- A pension committee
- A finance department

Then make a **specific, evidence-based request**. For example:

“Could you review this supplier against your existing ethical procurement policy?”

is considerably more actionable than:

“Boycott everything.”

Run a community switch week

Choose one achievable category and mobilise around it.

WEEK 1

Soft drinks

Encourage local restaurants and community events to offer alternatives.

WEEK 2

Events

Ask organisations to review what they purchase for large gatherings.

WEEK 3

Local shops

Approach selected businesses with evidence and alternatives.

The point is concentration:

1 target

1 ask

1 measurable outcome

4. Know what you are buying

Israeli and settlement produce

Check the label on date packaging and avoid products marked as originating from **Israel**, the **Jordan Valley**, or those with **no country of origin** listed.

Check before you buy

When purchasing dates, fruit, vegetables or other produce:

1. **Check** the country-of-origin label.
2. **Distinguish** Palestinian produce from produce originating in Israeli settlements.
3. If the origin is unclear, **ask the retailer**.

Where you want to support Palestinian producers, **look specifically for clearly identified Palestinian products** rather than assuming that every product marked “West Bank” has the same origin.

✗ **Avoid these Israeli date brands if found in your local shop**



5. Measure our collective impact

Saying that boycotts matter is not enough — **we want to show what they achieve.** Tell us what you did, and we will publish the combined results of everyone using this guide.



Report an action →

Your reports help us track:

01 Local businesses approached	02 Businesses introducing alternatives
03 Mosques adopting procurement policies	04 Community organisations reviewing suppliers
05 Universities or workplaces approached	06 Estimated spending redirected

EVERY REPORTED ACTION TURNS INDIVIDUAL CHOICES INTO A COORDINATED CAMPAIGN.

What will you have achieved with your action?

- **Strategic boycotts are not simply about refusing a particular drink, meal or product.** They can encourage consumers to examine where their money goes, help communities redirect spending, and create organised pressure on businesses and institutions to review commercial relationships.
- **Boycotts were a key tool** in the global effort to dismantle apartheid in South Africa. With this historic precedent, it is clear that **targeted, collective and sustained** boycotts have a **central role to play** in undermining the colonial, apartheid Israeli regime.

4.

DIGITAL CAMPAIGNING AND PUBLIC PRESSURE

What's the problem?

Digital platforms allow ordinary people to challenge powerful institutions quickly and collectively. **But public anger does not automatically produce change.** Signing an unfocused petition, sending an unclear email or complaining to the wrong organisation can be easily ignored.

Effective digital campaigning means identifying who has the power to act, presenting clear evidence, making a specific demand and mobilising enough people to make inaction more difficult.

This applies to biased media coverage, but also to companies, universities, regulators, sporting bodies, cultural institutions and other organisations whose decisions can be challenged.

Example: bringing biased media to account

Mainstream media coverage is **complicit in Israel's crimes against Palestinians**. It routinely echoes Israeli propaganda to justify atrocities, while minimising or ignoring the systemic abuses inflicted on Palestinians. Watch for these recurring techniques:

1 Erasing the perpetrator

Passive language conceals responsibility: *"Palestinians were killed"* rather than identifying who killed them.

2 Unequal sourcing

Israeli claims are presented as established fact, while Palestinian testimony and casualty figures are treated with suspicion or framed only as claims.

3 Removing the context

Coverage begins with Palestinian resistance while erasing occupation, blockade, displacement, apartheid and the events that preceded it.

4 Headlines that distort the report

A headline can minimise, sensationalise or contradict the article itself, knowing that many readers will never read beyond it.

Who has the ability to do something about it?

We do! The **power of collective action** can be harnessed to demand integrity and **accountability** from media organisations and other institutions. Misinformation and bias should never be tolerated.

What action can we take?

1. Use NewsCord to expose bias and take action

NewsCord **compares how different outlets report the same events**, exposes what has been omitted and provides evidence-led analysis of recurring patterns in media coverage.

When reporting crosses the line, NewsCord launches **targeted campaigns** allowing members of the public to submit sourced complaints and letters to media organisations, regulators and other responsible institutions. Campaigns are available through **newscord.org** and the **NewsCord app**.



STEP 1.

Compare the coverage

Choose a story and compare how different outlets have reported it. Look at the **language used, the facts included or omitted**, the sources treated as credible and the way responsibility is assigned.

STEP 2.

Check the evidence

Use NewsCord's analysis and **Media Watchdog** to examine the specific sentences, headlines or omissions being challenged. Read the underlying article and **understand the basis of the complaint** before taking action.

STEP 3.

Submit and track

Choose a live campaign, **review the complaint or letter prepared in your name** and make any necessary amendments before submitting it. Follow the campaign to see whether the outlet, regulator or institution responds, corrects the record or refuses to act.

Unfair is not always a breach

A report can be selective, dehumanising or deeply unfair without technically breaching a particular code. Successful complaints identify a **demonstrable problem** such as inaccuracy, materially misleading presentation, unjustified omission or lack of due impartiality.

Filed is not the same as upheld

NewsCord's campaigns distinguish between a complaint being **filed** and one being **formally upheld** — and so should we. Report outcomes accurately: a submitted complaint is not yet proof of a breach.

READ BEFORE YOU SEND

A complaint is being submitted in your name. **Read it, check the evidence and make sure you agree with the demand.** Never submit information you know to be false or present an allegation as though it has already been proven.

2. Use Words of Justice to join a campaign

Words of Justice allows individuals and organisations to **build and participate in coordinated digital campaigns**. Instead of sending thousands of identical form letters, the platform can create **unique messages** based on the campaign, the recipient and the information provided by each participant.

Campaigns can target **politicians, companies, universities, media organisations** and other institutions with the power to act.



STEP 1.

Choose a campaign

Browse current campaigns and select an issue you understand and support. Read the background, **identify the target** and make sure the campaign's **demand is clear**.

STEP 2.

Personalise your action

Provide the necessary information and **review the email, call script, petition statement or public submission** generated for you. Add a personal reason where relevant.

STEP 3.

Complete and share

Send the email, make the call or submit the form. Then **share the campaign with people who are genuinely connected to the issue** and encourage them to take the action themselves.

The actions you can take with Words of Justice

Alongside its social media functions, Words of Justice supports:

Email campaigns

Send evidence-based and personalised messages to decision-makers, companies, media organisations or public bodies.

Click-to-call

Use a prepared call script to speak directly to an office or institution. **Phone calls are harder to filter** or reduce to a simple signature count.

Petitions

Demonstrate the scale of public support around **one specific and achievable demand**.

Public comments and consultations

Submit evidence to government consultations, regulators, councils or other bodies **before a decision is made**.

Official web forms

Complete complaints, submissions or representations through the institution's **own formal process**.

Event and solidarity actions

Register support, attend relevant events or demonstrate **visible public backing** for a campaign.

Two platforms, two roles

NewsCord

Exposing media framing, evidencing failures, filing complaints and running targeted accountability campaigns.

Words of Justice

Broader campaigns involving emails, calls, petitions, public comments, forms and institutional pressure.

NewsCord helps establish and evidence the case. Words of Justice helps mobilise public action across a wider range of targets.

3. When there is no live campaign

If NewsCord or Words of Justice does not have a campaign covering the issue, **you can still act directly**. Identify the organisation responsible, find its official complaints or contact process and make a **specific, evidence-based request**.

Complaint procedures differ, so always use the organisation's official route. **Click below to go straight to the right place:**

[BBC complaints](#)
[Ofcom](#)
[IPSO](#)
[IMPRESS](#)
[Advertising Standards Authority](#)
[Parliamentary and government consultations](#)
[Local authority complaints](#)
[University complaints](#)
[Sporting and professional bodies](#)

4. Build a campaign that can win

1 Identify the problem

What exactly has happened? Avoid turning a broad injustice into an unclear campaign.

2 Find the decision-maker

Who has the authority to correct it, stop it, investigate it or change the policy?

3 Make a specific demand

Ask for a correction, investigation, policy change, contract termination, public statement or another measurable action.

4 Choose the pressure point

Use the route most relevant to the target: complaint, email, call, petition, consultation response or official form.

5 Mobilise others

Give people accurate information, a clear action and a realistic reason to believe their involvement matters.

6 Follow up and escalate

Record the response. If the organisation refuses to act, escalate to its regulator, governing body, funder, trustees, elected representatives or another appropriate authority.

5. Other avenues of activism

Direct corrections and letters to editors

Not every issue needs to begin with a regulator. A precise letter identifying the inaccurate sentence, providing the correct evidence and requesting a specific amendment can sometimes secure a faster correction.

Public consultations

Government departments, councils, regulators and public bodies regularly invite submissions before changing policies — an opportunity to place evidence and public opposition formally on the record.

Freedom of Information requests

FOI requests can uncover correspondence, contracts, meeting records and internal decision-making. The British Museum campaign featured by NewsCord, for example, draws on internal emails obtained through Freedom of Information law.

Institutional complaints

Use the formal procedures of universities, councils, charities, professional bodies, sporting organisations and cultural institutions. Identify the relevant policy, code or public commitment rather than simply expressing disagreement.

Coordinated email and telephone days

Concentrate pressure within a defined period, particularly before a vote, meeting, deadline or public appearance — with one target and one clear demand.

Open letters and professional statements

Doctors, lawyers, academics, students, faith leaders and other groups can use their professional standing to show that opposition comes from organised constituencies, not isolated individuals.

Keep an evidence and response tracker

Record every stage of the campaign:

- ☐ Actions completed
- ☐ Complaints submitted
- ☐ Institutional replies
- ☐ Corrections secured
- ☐ Meetings or reviews announced
- ☐ Policies changed
- ☐ **Targets refusing to respond**

This prevents campaigns from disappearing after the initial burst of attention and **provides evidence for further escalation.**

What will you have achieved with your action?

Coordinated digital campaigning can **force inaccurate reporting onto the public record, secure corrections, obtain responses from institutions** and make ignored issues harder to bury.

Not every complaint or campaign will immediately succeed. But every properly evidenced action creates a record: what was raised, who was responsible, what was demanded and how the institution responded.

When that evidence is combined with sustained collective pressure, organisations can be forced to **correct false claims, defend their decisions, review their policies or concede to public demands.**

**THE OBJECTIVE IS NOT SIMPLY TO EXPRESS OUTRAGE.
IT IS TO TURN OUTRAGE INTO ORGANISED, MEASURABLE PRESSURE.**

5.

LOBBYING PARLIAMENT

TURNING CONSTITUENT PRESSURE INTO ACTION

What's the problem?

The **UK government's position on Palestine has shifted under sustained public pressure, but British complicity has not ended.**

Although the government has announced a ban on trade connected to illegal Israeli settlements and suspended some arms export licences, serious questions remain over **continuing military cooperation, intelligence sharing, remaining arms licences** and accountability for alleged war crimes.

These shifts demonstrate that **political pressure can force movement.** They also show why campaigns must continue after an announcement, **until promises become enforceable policy and every loophole is closed.**

CASE STUDY

GRASSROOTS PRESSURE **WORKS**

In **September 2026**, the Labour government announced that the UK would **ban imports from illegal Israeli settlements** and restrict services supporting settlement activity.

This decision did not emerge in isolation. It followed **years of sustained pressure** from Palestinian organisations, campaign groups, lawyers, MPs and members of the public demanding that Britain end its economic involvement in an illegal occupation.

Human Aid & Advocacy formed part of this wider movement, including through its campaigning and its **collaboration with NewsCord** to help constituents contact their MPs and the Foreign Secretary.

Foreign Secretary Ed Miliband has himself acknowledged that Labour's earlier position fell short and recognised the role of critics and activists in forcing political change.

The victory demonstrates that our efforts are not in vain. One email may not change government policy on its own, but thousands of emails, meetings, campaigns, legal challenges and public interventions can make continued inaction politically impossible.

No single organisation can claim this victory alone. It belongs to a movement that maintained pressure when the government believed the demand could be ignored.

Below are **three key political issues** that currently demand our **continued and collective pressure** on elected representatives:

1.

ENFORCE THE SETTLEMENT TRADE BAN

Ensure the ban covers **goods, services, finance, investment, brokering** and attempts to disguise settlement products as originating from Israel.

The ask: publish a clear timetable, enforcement mechanism and penalties for breaches.



Scan or click link to join our **No Loopholes** campaign

[Join the campaign →](#)

2.

END UK MILITARY COMPLICITY

Press the government to end all arms exports and military assistance that could contribute to violations of international law.

The ask: transparency over remaining export licences, F-35 components, surveillance flights and intelligence shared with Israel.

3.

INVESTIGATE ALLEGED WAR CRIMES BY BRITISH NATIONALS

A 240-page complaint concerning British nationals who fought in Gaza was submitted to the Metropolitan Police. The Met initially declined to investigate, but **reportedly reopened the case in July 2026**.

The ask: the Home Secretary, Attorney General and Metropolitan Police must ensure credible allegations are **investigated independently and transparently**, without political interference or double standards.

Who has the ability to do something about it?

Many are justifiably sceptical about the effectiveness of lobbying MPs, given the **political establishment's deep alignment with Israeli interests** and the reality that individual MPs rarely influence foreign policy unless there's major cross-party consensus.

However, we believe **lobbying Parliament remains a vital avenue for advocacy**. An MP is a route into Parliament, government departments, committees, debates and the public record:

- Grassroots pressure can **lead to parliamentary questions**, debates, or votes on the issue.
- It can **help push the Overton Window** (the range of ideas and policies considered acceptable in public discourse) in favour of the Palestinian cause.
- Some MPs may already be sympathetic but need **popular pressure** to act.
- As the settlement trade ban shows, **demands once dismissed as unrealistic can become government policy**.

What action can we take?

1. Take part in a live campaign

Check for the latest digital pressure campaigns by **NewsCord, Human Aid & Advocacy, Palestine Solidarity Campaign (PSC)** and others. These campaigns allow you to contact your constituency MP, relevant ministers and other decision-makers using **evidence-based letters written around a specific demand**.

Enter your details, **read the letter carefully**, make any changes you feel are necessary and approve it before it is sent in your name.

Campaign tools such as the HAA–NewsCord collaboration can:

✓ Match you with your constituency MP

✓ Send separate letters to MPs and relevant ministers

✓ Personalise each submission

✓ Let you review the wording

✓ Record how many actions have been taken

✓ Keep you updated as the campaign develops

✓ Change the demand as the political situation develops

2. Know what to ask your MP to do

A successful meeting is not simply one in which the MP listens sympathetically. **It ends with a specific commitment.** Ask your MP to take one or more of these actions:

Submit a written parliamentary question

Raise an oral question with a minister

Write directly to the Foreign Secretary or another relevant minister

Table or sign an Early Day Motion

Apply for a Westminster Hall or Adjournment debate

Support an amendment, bill or parliamentary motion

Join a cross-party letter

Raise the issue through a select committee

Meet campaigners or affected families

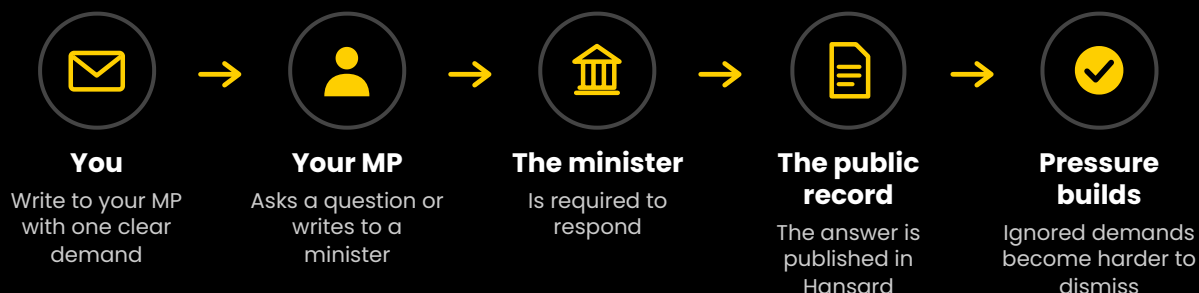
Make a public statement setting out their position

Report back to constituents on the government's response

Why questions matter: Parliament itself states that questions can secure information or commitments and **place a minister's answer on the official record.** MPs can also seek debates, present petitions and use committees to scrutinise government action.

Be realistic about EDMs: Early Day Motions can demonstrate support and publicise a cause, but they are **rarely debated** and should not be treated as the strongest available action.

How one letter travels through Parliament



“Demands once dismissed as unrealistic can become government policy.”

3. Meet them at their local surgery *(the address will be on their website)*

MPs hold regular constituency surgeries where they meet local residents to hear their concerns — an ideal opportunity to raise your issue directly. Check their official website or contact their office to book an appointment.

Before the meeting

- Attend as a **small constituency delegation** where possible
- Agree on **one central demand**
- Bring a **one-page briefing** with the evidence and requested action
- Decide who will introduce the issue, present the evidence and record commitments
- Prepare two or three direct questions
- Know what parliamentary action you want the MP to take

During the meeting

Don't end with: *"Will you support Palestine?"*

Ask for a specific commitment:

"Will you submit this written parliamentary question?"

"Will you write to the Foreign Secretary and share the response with us?"

"Will you publicly support closing the loopholes in the settlement trade ban?"

"Will you meet us again once the minister has replied?"

After the meeting

Send a **short written summary** thanking the MP and recording what they agreed to do. Give a reasonable deadline and follow up.

UK Parliament advises constituents to **follow up by telephone or request a surgery appointment** if they have not received a response after approximately two weeks.

Advice

1

Research your MP before reaching out. TheyWorkForYou (www.theyworkforyou.com) is a useful starting point, but also check:

Official Parliament profile

Hansard contributions

Written parliamentary questions

Voting record

Select committee memberships

Government or shadow-government positions

Relevant public statements

Register of financial interests

Previous correspondence with constituents

Minister, whip, PPS or backbencher?

An MP's position affects what they can realistically be asked to do — **ministers, whips and Parliamentary Private Secretaries do not normally sign EDMs**, for example. Membership of Labour Friends of Israel or Conservative Friends of Israel remains relevant, but it is one part of the research, not the main test: **votes, questions, speeches and willingness to take action** provide stronger evidence of their actual position.

2

Show your MP that the demand has organised support within the constituency.

This could include a joint letter from local organisations, a list of constituent signatories, a delegation representing several groups or evidence from community meetings.

3

Be firm, factual and respectful. MPs should be challenged over their decisions and constituents are entitled to explain that an issue will influence how they vote. However, **never use abuse, harassment, personal threats or coercion.**

4

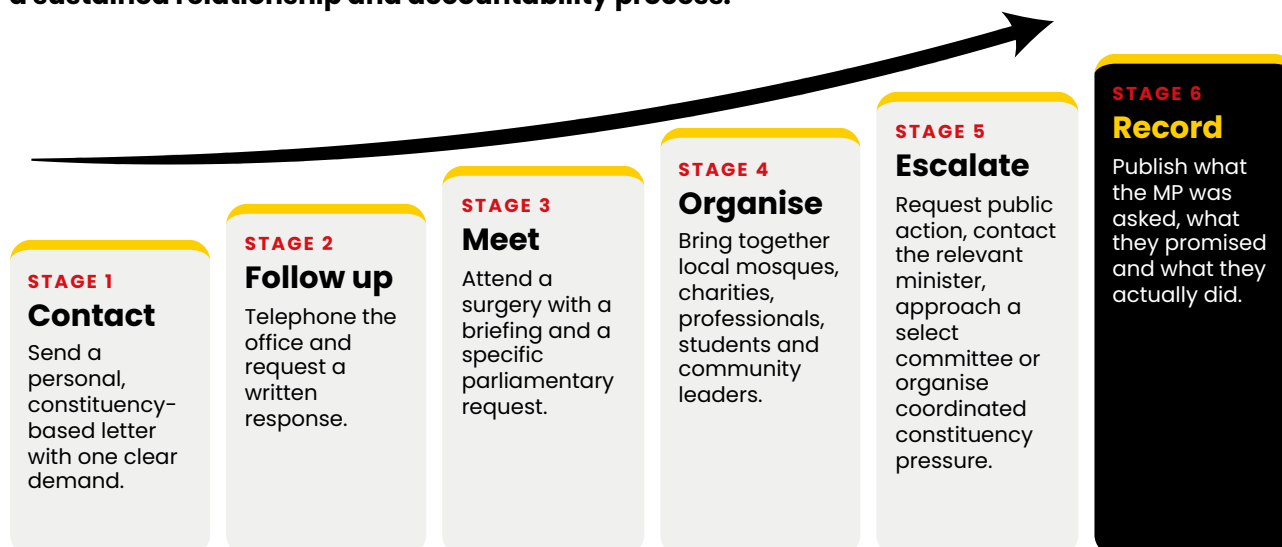
If your MP is already supportive of Palestine, **pressure them to take more decisive steps** from the actions above.

5

Encourage your friends and family to take part in live campaigns and contact their own MPs — our impact increases with every voice added.

4. Climb the pressure ladder

Not every campaign should begin and end with one email. **Turn lobbying from a single act into a sustained relationship and accountability process.**



5. Keep an MP accountability tracker

MP	Contacted	Replied	Meeting held	Commitment made	Action taken	Follow-up date

Share your records with HAA. Email your completed tracker and any progress updates to advocacy@humanaid.org. Together, your records help us understand:

- ✓ Which MPs are supportive
- ✓ Which MPs make commitments but fail to act
- ✓ Where constituency delegations should be organised
- ✓ Which MPs need more pressure
- ✓ Which arguments receive meaningful responses
- ✓ Whether a campaign is producing parliamentary questions, letters or debates

! Only verified actions and public statements should be published.

What will you have achieved with your action?

Lobbying does not produce change through one email or one meeting. It works by **building sustained political pressure**: placing issues on the parliamentary record, forcing ministers to answer questions, demonstrating constituency support and making continued inaction politically costly.

The government's announcement of a ban on trade with illegal Israeli settlements is **proof that demands once dismissed as unrealistic can become government policy**. That victory was built through years of campaigning, public mobilisation, legal advocacy and pressure from constituents.

The work does not end when a policy is announced. Campaigners must **follow its implementation, expose loopholes and ensure that promises become enforceable action**.

Every letter, telephone call, meeting and parliamentary intervention adds to that pressure.

OUR EFFORTS ARE NOT IN VAIN WHEN THEY ARE ORGANISED, SUSTAINED AND DIRECTED TOWARDS A CLEAR POLITICAL DEMAND.

6.

SUPPORTING THE MOVEMENT

ORGANISATIONS, SKILLS AND SOLIDARITY

What's the problem?

Humanitarian aid saves lives and remains indispensable. But aid alone cannot end the policies and systems that repeatedly create humanitarian crises. Lasting change also requires **organised advocacy, legal accountability, political pressure** and sustained support for those building Palestinian power and defending Palestinian rights.

How can organised support create change?

Specialist organisations turn public concern into sustained action. They gather evidence, bring legal cases, defend campaigners, conduct research, train communities and coordinate campaigns that individuals could not deliver alone. Your support can take three forms:



GIVE

Provide **regular financial or material support.**



CONTRIBUTE

Offer **time, skills, expertise or community access.**



MOBILISE

Bring others behind **verified campaigns and calls to action.**

What action can we take?

1. Choose where your support can make a difference

Organisations play very different roles. Choose one whose work reflects your priorities. This is a small, carefully selected list — not an exhaustive directory.

AREA OF WORK	PURPOSE	EXAMPLES
Palestinian legal accountability	Document abuses and pursue accountability	Al-Haq PAL Commission
UK and international litigation	Challenge state and corporate complicity	GLAN ICJP
Universal jurisdiction and individual accountability	Document alleged war crimes and pursue individual perpetrators through national and international legal systems	Hind Rajab Foundation
Defence of campaigners	Protect people facing repression for Palestine advocacy	ELSC
Grassroots mobilisation	Organise demonstrations, local branches and institutional campaigns	Palestine Solidarity Campaign Friends of Al-Aqsa
Digital rights	Challenge censorship, surveillance and online discrimination	Tamleh
Public education	Produce accessible research and educational resources	Riverway to the Sea Human Aid & Advocacy

PAL Commission

palwarcrimes.org

A Palestinian-led legal initiative working to **document alleged crimes, submit legal complaints**, challenge the sale of unlawfully appropriated Palestinian property and pursue accountability, reparations and the right of return.

Global Legal Action Network (GLAN)

glanlaw.org

Works with affected communities to pursue innovative legal action across borders. Its Palestine-related work includes challenges concerning **UK arms exports, corporate involvement in illegal settlements** and accountability for alleged international crimes.

Riverway to the Sea

riverwaytothesea.org

A legal education and advocacy organisation producing **accessible analysis, public events and strategic legal work** relating to Palestinian rights and the political and legal structures sustaining Zionism.

European Legal Support Centre (ELSC)

elsc.support/defend

Provides **free legal advice and assistance** to individuals and organisations facing restrictions, discrimination or reprisals because of their advocacy for Palestine, and undertakes strategic litigation, research and campaigning against the repression of Palestine solidarity.

Support our advocacy work

Human Aid & Advocacy combines humanitarian action with campaigns addressing the policies and systems that produce injustice. Supporters can **donate, participate in campaigns and help bring HAA's advocacy** into their communities and institutions.

humanaid.org/appeals/advocacy

2. Find the right way to contribute

Support is more than following an organisation or giving money. **Everyone can contribute something meaningful**, whatever their finances:



Become a regular donor



Volunteer relevant professional skills



Join a local branch or campaign group



Attend briefings and training sessions



Host a fundraiser or community event



Amplify verified campaigns



Provide evidence or testimony through an organisation's designated channels



Introduce campaigns to mosques, workplaces, universities, unions and professional bodies

3. Choose, commit and mobilise

1

Choose an organisation to support

Select an organisation whose work reflects your priorities: legal accountability, political campaigning, digital rights, public education or protection of advocates.

2

Commit to sustained support

One regular contribution is usually more useful than occasional engagement. This might mean a monthly donation, volunteering several hours, joining a local group or regularly promoting verified campaigns.

3

Bring the work into your networks

Introduce campaigns and briefings to your mosque, workplace, union, professional association, university or community organisation. **Collective support is more powerful than isolated individual action.**

4

Follow the organisation's lead

Use official channels and respond to clearly defined requests. Avoid sending unverified material, overwhelming organisations with general enquiries or launching activity in their name without permission.

5

Review your contribution

Every three months, ask:

What did I contribute?

Which campaign or organisation benefited?

Did I bring anyone else into the work?

What can I commit to next?

What will you have achieved with your action?

By contributing money, skills, time or community support, **you help sustain the infrastructure behind effective advocacy.** Your support can enable evidence to be documented, legal cases to be pursued, campaigners to be defended, communities to be organised and **coordinated pressure to continue long after public attention has moved elsewhere.**

**DO NOT ONLY FOLLOW THE MOVEMENT.
HELP BUILD ITS CAPACITY.**

7.

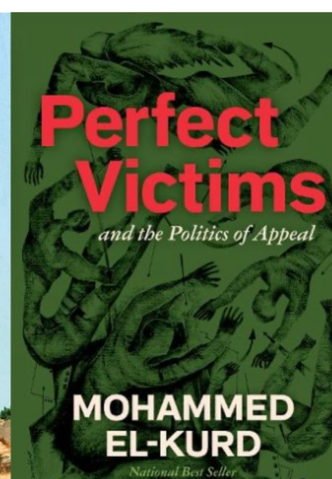
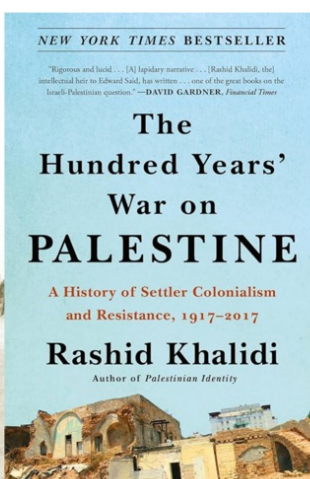
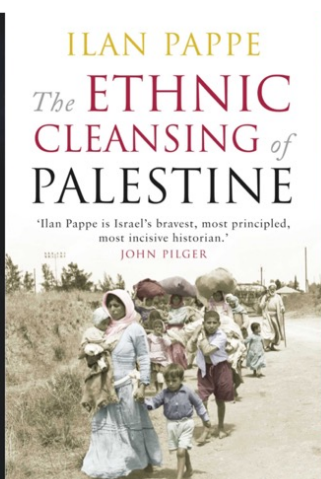
READING AND RESOURCES

Knowledge is essential to effectively advocate for Palestine. It is the key to understanding the **historical, political, and social context** that will enable us to raise awareness, counter misinformation, and support the pursuit of justice and Palestinian self-determination.

Below is not an exhaustive list but will help guide you towards a greater understanding of Palestine and provide you with the tools to be an advocate for our brothers and sisters in Palestine.

Books

- Palestine: A Beginner's Guide by Ismail Adam Patel
- The Hundred Years' War on Palestine by Rashid Khalidi
- The Ethnic Cleansing of Palestine by Ilan Pappé
- An Oral History of the Palestinian Nakba by Nur Masalha and Nahla Abdo
- Palestine: A Four Thousand Year History by Nur Masalha
- Gaza: An Inquest into Its Martyrdom by Norman Finkelstein
- I Saw Ramallah by Mourid Barghouti
- In Search of Fatima: A Palestinian Story by Ghada Karmi
- My People Shall Live by Leila Khaled
- Perfect Victims by Mohammed El Kurd
- The Israel Lobby and US Foreign Policy by John J Mearsheimer & Stephen M Walt
- Palestinians: The Invisible Victims by James J. Zogby
- Hamas: Unwritten Chapters by Azzam Tamimi
- Unveiling Tyranny: The Genocide in Gaza & False Zionist Narratives on Palestine – <https://sapienceinstitute.org/unveiling->



Articles & Website Resources

- Palestine 101 by DecolonizePalestine: <https://decolonizepalestine.com/introduction-to-palestine/>
- Myths database by DecolonizePalestine: <https://decolonizepalestine.com/myths/>
- Pali Answers: A database of short responses to Zionist lies: <https://palianswers.com>
- Are we indeed all Palestinians? by Mohammed El Kurd: <https://mondoweiss.net/2024/03/are-we-indeed-all-palestinians/>
- Jewish settlers stole my house. It's not my fault they're Jewish by Mohammed El Kurd: <https://mondoweiss.net/2023/09/jewish-settlers-stole-my-house-its-not-my-fault-theyre-jewish/>
- The Interview: Leila Khaled by Marta Vidal: <https://newint.org/features/2023/06/05/interview-leila-khaled-palestine>
- Dockworkers and Labor Activists Can Block the Transport of Arms to Israel by Rafeef Ziadah and Katy Fox-Hodess: <https://jacobin.com/2023/11/dockworkers-port-blockade-israeli-arms-solidarity-union-activism-gaza-war>
- Judaism vs Zionism in the Holy Land by Professor Yakov Rabkin: <http://www.palint.org/article.php?articleid=19>
- Christian Zionism: Road-map to Armageddon? By Stephen Sizer: <http://www.palint.org/article.php?articleid=16>
- Challenging Zionism by Roland Rance: <http://www.palint.org/article.php?articleid=15>
- Unplug and play: Manufacturing Collapse in Gaza: <https://biblio.ugent.be/publication/4141862>

Media

- Al Nakba (4-part documentary): <http://www.aljazeera.com/programmes/specialseries/2013/05/20135612348774619.html>
- The Zionist Story: <https://www.youtube.com/watch?v=wAlIDow-0rk>
- How Israel was Created: https://www.youtube.com/watch?v=kl_sPMxp6t8&ab_channel=AlJazeeraEnglish
- Gaza Fights for Freedom (2019): https://www.youtube.com/watch?v=HnZSaKYmP2s&ab_channel=EmpireFiles
- Investigating war crimes in Gaza: https://www.youtube.com/watch?v=kPE6vbKix6A&t=10s&ab_channel=AlJazeeraEnglish
- October 7: https://www.youtube.com/watch?v=_0atzea-mPY&t=18s&ab_channel=AlJazeeraEnglish
- A Conversation Between the Sword and the Neck: <https://www.youtube.com/watch?v=oHgZdCJOUAk>
- We Teach Life, Sir: <https://www.youtube.com/watch?v=aKucPh9xHtM>

HUMAN AID & ADVOCACY



Your support fuels our mission to challenge injustice, amplify marginalised voices, and push for policies that protect human rights and dignity. As we expand our advocacy efforts and work toward meaningful, tangible impact, we invite you to stand with us.

Make a difference—donate today:

<https://humanaid.org/appeals/advocacy>

humanaid.org