



**ADVOCACY**

# GAZA

## Campaign Update

Feb-Mar 2024

Our *Impact* this month [↗](#)

# Results Overview



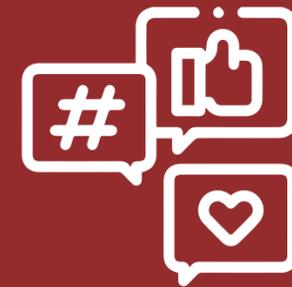
## Global Media Impact

Our ads in the New York Times & San Francisco Chronicle reached millions, elevating the call for peace.



## Rabbinic Support

Jewish clergy's letter to President Biden spread widely, voicing a moral imperative for action.



## Social Media Surge

Social media campaigns engaged over 2M people, amplifying our ceasefire call with powerful stories.



## Community Mobilisation

Vigils and proclamations in 6 US cities showed strong local support for Gaza, unifying voices for justice.



## Legal & Advocacy Wins

Our legal efforts and ceasefire campaigns keep Gaza's plight in global discussions, driving media coverage.



## Campaign Update

With your help, our campaign is championing over 2.3 million people, targeting **relief and systemic change**. Aiming for a ceasefire and open aid, our multifaceted initiative pushes for global awareness.

In partnership with key organisations, we're **driving action worldwide**, making headlines and stirring social media. Thanks to strategic efforts and your support, our call for change echoes from Australia to the US and UK.

# Global Media Impact

Full-page advertisements in the New York Times and the San Francisco Chronicle, alongside digital campaigns, dramatically increased awareness. The New York Times ad reached **10,360,000 subscribers**, with copies delivered to every congressional office and the White House, ensuring that the message of peace and humanitarian need was heard at the highest levels. The San Francisco Chronicle ad reached **226,860 news subscribers** in the market where the DCI-Palestine vs Biden hearing was held.



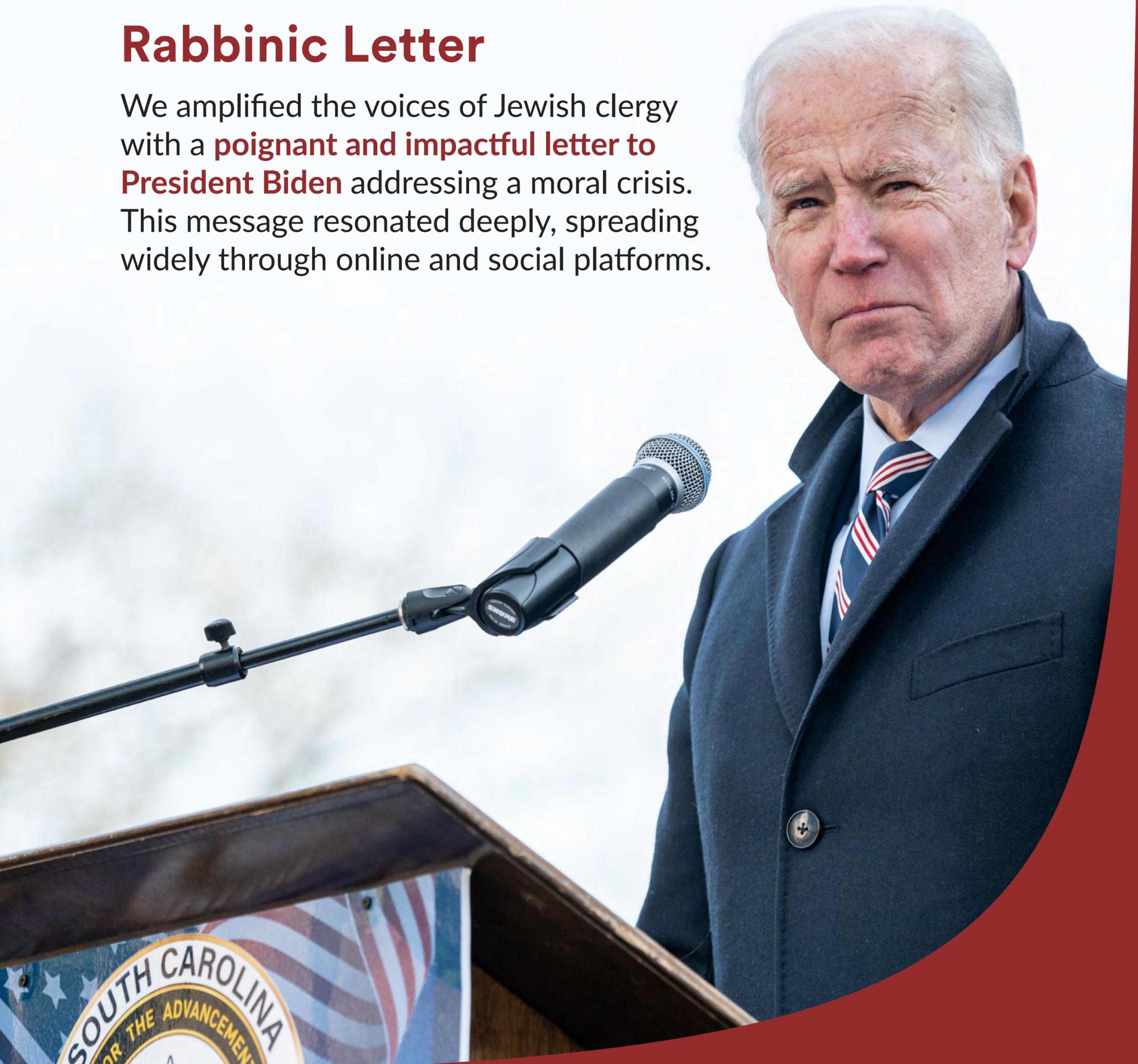
**10.36M**  
*People Reached*



**226k**  
*People Reached*

# Rabbinic Letter

We amplified the voices of Jewish clergy with a **poignant and impactful letter to President Biden** addressing a moral crisis. This message resonated deeply, spreading widely through online and social platforms.



# Social Media Surge

The campaign's strategic use of social media platforms resulted in significant outreach and engagement. We supported the development and promotion of videos featuring Holocaust survivors and their dependents calling for a ceasefire and an end to the genocide, which reached over 2 million people, underscoring the human impact of the crisis.



**Seen by 345,000 people**  
including;



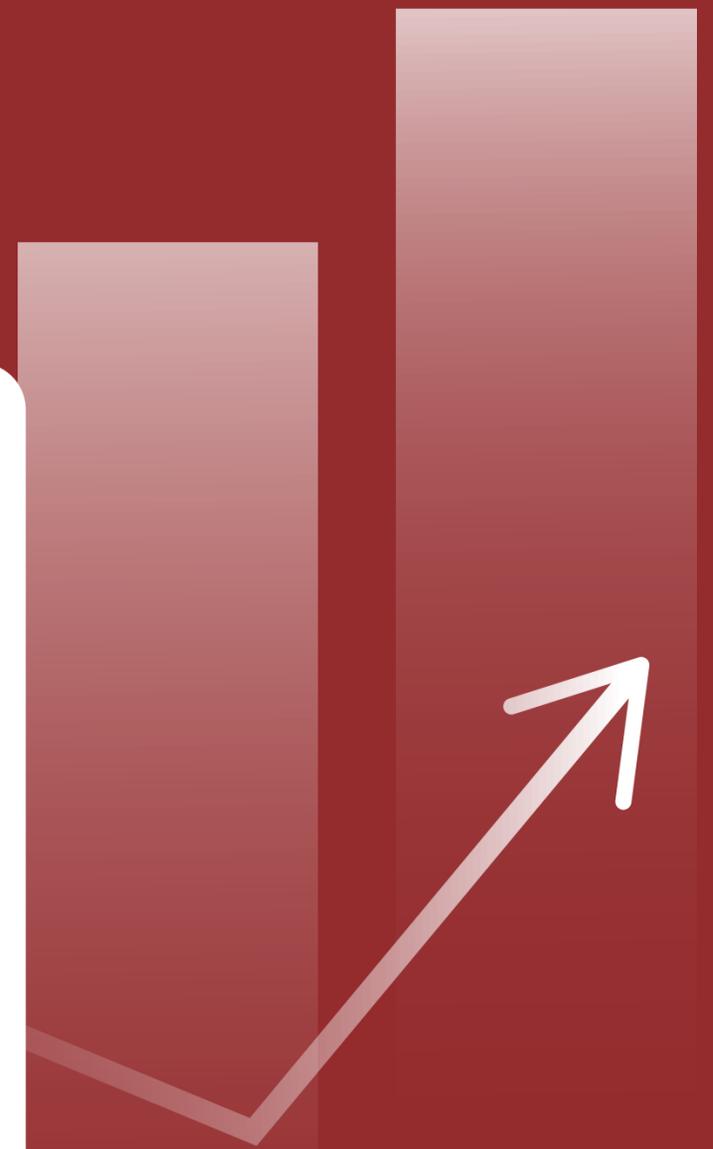
50,000 non-followers



26,000 shares



**2,000,000 views**  
and counting!





## Mobilising Communities

In the United States, actions were not confined to the digital realm. **Vigils and city proclamations in six cities** highlighted local support for the cause, demonstrating the widespread concern and solidarity with Gaza.

# Legal and Advocacy Milestones

Support for crucial court cases and the continued campaign for a ceasefire have **kept Gaza's humanitarian needs** in the spotlight and engaged the public meaningfully. The advocacy work has prompted **extensive media coverage**, from The New York Times to Democracy Now, bringing the situation in Gaza to the forefront of global consciousness.



# Theres a long way to go!

Advocacy is not an immediate win—it is an ongoing effort that gains power with each person engaged. Every person who has shared a message of support, signed a petition, or attended an event has been a voice for the voiceless and oppressed.

Donate towards our Advocacy campaign, and let's continue to be a voice for change.



**ADVOCACY**