

Jews—and as a *righteous* light unto the nations.

WITH [YOUR HELP](#), WE WILL CONTINUE TO TELL ISRAEL'S INSPIRING STORY

You'll be glad to know that we at FLAME have been extraordinarily busy lately, continuing our efforts to spread the truth about the Jewish state.

We continue of course to run our *hasbarah* efforts in national media. But six months ago, we also launched our [FLAME Facebook page](#), which gives us a chance to reach nearly half a million more people each month with our outspoken messages—now on the world's most popular social media platform.

Today I have even more exciting news: On Sunday, December 9 FLAME will begin running its paid editorial messages in the *New York Times*. As you know, the *Times* is one of Israel's largest, most consistent and [most unfair critics](#).

No wonder our supporters have for years urged us to "enter the lion's den"—place our outspoken messages in the *Times*. Until now, we've held back, because running ads in the *New York Times* is [very expensive](#).

But the *New York Times* also reaches some 1.6 million people with its Sunday edition—and we believe it's time those readers receive the truth about Israel. [It's time for FLAME to step up](#).

[I hope you, too, will step up](#) and help us spread the truth in America's largest daily newspaper.

I hope you'll take a minute to make your final [2018 donation](#) at this time. Because only FLAME publishes the truth about Israel in media nationwide every month—[starting this month in the New York Times](#).

In order to protect Israel, the overwhelming majority of American must realize that [Israel's cause is just](#)—on the front lines in the battle against global Islamic jihad (starting with Hamas in Gaza), as a bulwark of pro-American stability in the treacherous Middle East, and as America's most steadfast ally in the world.

As you know, these are precisely the messages that FLAME delivers every month in media—including in college newspapers—that reach millions and millions of Americans.

Just to remind you: FLAME has published PR for Israel over the past months on these critical issues (linked to our website, in case you'd like to review them):

["Anti-Zionism Is Racism"](#) (will appear in the *New York Times*, Dec. 9, 2018)

["BDS, Academic Freedom and Anti-Semitism"](#)

["Peace with Palestinian Dictatorships?"](#)

["Israel's Settlements: Obstacle to Peace?"](#)

These messages are [powerful PR for Israel](#)—and we've published dozens more—but as I'm sure you can imagine, telling the truth about Israel via such paid editorial messages in media nationwide is [costly](#). Are you ready to join us for 2019?

PLEASE HELP US!!

FLAME is the only organization that defends Israel with paid editorial *hasbarah* messages placed in media nationwide every month: The dire threats from Iran, Hamas and Hizbollah, the injustice of BDS, Palestinian anti-Semitism and more. If you support a bold voice that tells the truth about Israel in American media, please donate now.

DONATE NOW >



SUBSCRIBE FREE

FLAME'S WEEKLY HOTLINE E- NEWSLETTER



FLAME's Hotline e-newsletter keeps you up to date on the most important pro-Israel advocacy issues and features our choice of the week's most informative and thought-provoking article on Israel and the Middle East. If you only subscribe to one pro-Israel news service, make it the FLAME Hotline.

SUBSCRIBE NOW >

Here's the double payoff for making a membership donation to FLAME at this time:

First, you help tell the truth about Israel in the media—something that's urgently needed if we're to maintain the support of *all* Americans over the coming year.

Second, you can celebrate the upcoming holidays with even more joy in your heart, because you have done a *mitzvah* for Israel—a generous good deed appropriate to the season.

That's why, if you *don't* want to let criticism of Israel go unanswered, if you *don't* want one-sided news stories about Israel to go uncorrected, *and* if you've ever bemoaned Israel's "bad PR," I urge you to help FLAME with your financial support at this time. Just go to donate to join us and help now.

Please remember that the nearly 100% of FLAME's financial support comes from individuals just like you. One by one, Jews, Christians and unaffiliated alike contribute generously to this noble cause—to help ensure that Israel survives.

So whether you give \$1,000 or \$500 or \$100 . . . or even \$50 or \$36 or \$18—every membership donation is important—every dollar you contribute helps us keep telling the truth about the inspiring Jewish nation.

Best of all, of course, your donation is tax-deductible.

Won't you act now to make your membership donation online? Just go to donate now.

Thanks in advance for your year-end generosity and your continued support of FLAME's good work.

Jim Sinkinson

President, Facts and Logic About the Middle East (FLAME)

P.S. In order to run FLAME hasbarah messages in the New York Times—as we will begin doing in a few weeks—FLAME will spend nearly \$35,000. I urge you to help us meet this challenge. You need not donate \$10,000 or even \$5,000. Please join the tens of thousands of FLAME supporters who make one or more smaller donations annually to help us continue our work to defend Israel against the hypocrites and haters. Help us deliver our messages consistently in the New York Times. Please donate now.

P.P.S. We at FLAME usually focus, as we should, on the challenges Israel faces in the world--the unfair treatment the Jewish state receives at the hands of the U.N., continuing rocket, gun, car and knife attacks by Arab terrorists, and the existential threat that confronts Israel from Iran. But what we must not forget is the amazing success story that Israel represents for Jews, for the United States and for civilization itself. It's inspiring! To clarify, celebrate and publicize the good news about Israel, FLAME published a *hasbarah* message—"Why Israel Matters"—in media millions and millions of readers. I hope you'll review this powerful position paper and pass it on to all your contacts who will benefit from this message. If you agree that FLAME's bold—but costly—brand of public relations on Israel's

behalf is critical, I urge you to support our publication of such outspoken messages. Please consider giving a membership donation now, as you're able-- with \$500, \$250, \$100, or even \$18. (Remember, your donation to FLAME is tax deductible.) To start or renew your membership online, just go to [donate now](#). Now more than ever we need your support to ensure that Israel gets the support it needs---from the U.S. Congress, from President Trump, and from the American people.



FLAME

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