



news is, we—you and FLAME—are equal to the challenge.

**Example:** In August, FLAME ran a large influencer ad in the *New York Times* and *Washington Post* titled “[What Is Palestinian Territory?](#)”—which soundly debunks the notion that Israeli communities in Judea-Samaria violate international law.

Just last week, the U.S. State Department issued historic affirmation of FLAME’s position, when it said the U.S. does not consider Israeli settlements in the West Bank a violation of international law. That was a huge victory for us Israel supporters—and, I imagine, for you personally!

With your help—and that of tens of thousands of individual members just like you—FLAME has been actively resisting the biased media, the Israel haters and the anti-Semites for 30 years now.

Our hard-hitting editorial ads appear in mainstream U.S. media, college newspapers, the Jewish press, on our popular website, and now on FLAME’s new [Facebook](#) page.

Thanks to you, our messages telling the truth about Israel reach tens of millions of Americans every year.

**As you know, FLAME raises its powerful voice to speak out against:**

- The anti-Semitic Boycott, Divestment and Sanctions (BDS) movement—especially on college campuses—and including Airbnb’s recent effort to boycott rentals by Jews in Judea and Samaria. With your help, we defeated Airbnb’s misguided policy—they reversed it.
- Lies told by Palestinian leaders that completely deny Jewish history in the Holy Land
- Hateful anti-Israel resolutions from the implacably biased United Nations—including an op-ed in *Newsweek* magazine by a U.N. Special Rapporteur, who blatantly lies about Israel’s “creeping annexation of the West Bank”
- The deadly threat of Iran as it gathers forces on Israel’s border with Syria and continues to acquire nuclear weapon capability

Won’t you please step forward and make a generous [donation](#) to support FLAME’s good work?

**But we’re not stopping there. Next target: *USA Today* and *Los Angeles Times***

FLAME began publishing our outspoken editorial positions in the *New York Times* in December 2018 with a piece titled “[Anti-Zionism Is Racism.](#)” We added the *Washington Post* in August 2019.

Next, we plan to run a new editorial—“[Is a Two-State Solution Still Possible?](#)”—in *USA Today* and the *Los Angeles Times*.

This ad asserts that the major obstacles to peace between Israel and the Palestinian Arabs lie with a corrupt Arab leadership that has turned down numerous land-for-peace overtures from Israel and are unable to govern—let alone negotiate—their own sovereign nation.

**BOLD PR MESSAGES,  
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 >**

While our editorials in national, mainstream media are sure to make waves—and change opinions—let me be honest. Publishing such messages in the *Times*, *Post*, *USA Today* and *Los Angeles Times* is expensive. We pay more than approximately \$30,000 each time this message runs in each of these media.

If you support FLAME's efforts over the decades—and if you support our latest initiatives—I hope you'll help us defend Israel in mainstream media

Please help us run our "[Is a Two-State Solution Still Possible?](#)" message in the *New York Times*, *Washington Post*, *USA Today* and *Los Angeles Times*, as well as in college and Jewish media nationally.

Please take just 60 seconds right now to make a generous [donation](#) to FLAME.

### **Your chance to take part in Jewish history—by supporting Israel now**

I think you agree that FLAME's messages are powerful PR for Israel—and we've published *more than 170 of them*—but as you know, telling the truth about Israel via such paid editorial messages in media nationwide is costly. Are you ready to join us for 2020?

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 sorely 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—especially from members of Congress—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 individual members 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 before December 31 is tax-deductible in 2019.

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. 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 reaching 10 million 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 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.

The logo for FLAME, featuring the word "FLAME" in a bold, white, sans-serif font. The letter "A" is stylized with a flame shape above it.

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