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December 9, 2021

**Dear Friend of Israel: Please look at these two recent headlines:**

- **Duke University Student Government Bans Pro-Zionist Group— *Students Supporting Israel***
- **Ben & Jerry's Announces Boycott of Israelis in Eastern Jerusalem and Disputed Territories**

**Now please read these two recent headlines:**

- **U.S. Votes Against United Nations Resolution Declaring Jerusalem's Temple Mount a Muslim-Only Site**
- **Unilever Stock Falls 12% as Anti-BDS States Fight Ben & Jerry's Israel Boycott**

**What kind of world do you want to live in—one in which the anti-Semites and Israel haters rule . . . or one in which Americans support Israel?**

**To help us ensure that Israel keeps winning Americans' support, please go to donate now to continue your membership.**

Dear Friend of FLAME:

As you know, the United States is often the only country that supports Israel in the horribly biased United Nations . . . and opposes frequent efforts by the European Union to punish Israel.

In fact, Israel depends vitally on the support of the American people and American politicians from both parties—for U.S. veto power in the U.N., for foreign aid, and to tell the truth when Palestinian leaders lie that Israel has no rights to territory or religious sites in the Holy Land.

That's why you can count on FLAME to defend Israel with published messages in American mainstream and college media, as well as in letters to *all members* of

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**THIS MONTH'S AD  
APPEARED IN  
PUBLICATIONS  
REACHING 10 MILLION  
READERS**

[illegible]

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**IF YOU SUPPORT  
PUBLISHING FLAME'S  
BOLD PR MESSAGES,**

the U.S. Congress, the President, Vice President and members of the Supreme Court.

**That's what we do—and we're the only ones who do it this way.**

For 32 years FLAME has represented your opinion—and your outrage—against the biased United Nations, Palestinian lies, the scourge of Iran, and the hateful BDS movement.

That's why FLAME now publishes its outspoken editorials in the *New York Times* and *Washington Post*—Sunday editions reaching some 4.2 million readers, as well as in other national and college media and on our lively [Facebook](#) page.

Can we count on you once more to support our fight against the haters and hypocrites—in mainstream media nationwide? Just go to [donation](#) to start or renew your membership.

In 2022, with your help, FLAME plans to start publishing our hard-hitting messages for the first time also in *USA Today*.

Your support will help us start publishing our latest editorial position paper in all four of the largest circulation newspapers in the country—*New York Times*, *Washington Post*, *USA Today* and *Los Angeles Times*.

Our new message is called “[The Israel Apartheid Lie](#)”—it exposes the slander that Israel denies its 2 million Arab citizens civil rights, separates them, or discriminates against them in any way.

This lie has been repeated by members of “the Squad” in the House of Representatives—especially Reps. Ilhan Omar and Rashida Tlaib. We cannot let it stand, we must fight back.

If you want to ensure that Israel gets a fair hearing in the media and in Congress . . . please start or continue your membership with a [donation](#)—large or small—at this time.

You'll help us continue publishing messages like these, below, which have already run in the *New York Times* and *Washington Post* and other national media:

“[What's Stopping Palestinian Statehood?](#)”

“[No Fools Deal with Iran](#)”

“[The Ugly Truth About Hamas](#)”

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

As you know, the *New York Times* has long been one of Israel's leading media adversaries—publishing countless op-eds unfairly criticizing the Jewish state, as well as strongly slanted “news stories” that use fake “facts” to discredit Israel.

I'm sure you've read FLAME's many exposés of the *Times*, in which we have

## 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** »



## 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** »

excoriated the newspaper for its lies and blatantly misleading stories about Israel.

As you know FLAME has published scores of outspoken editorial positions telling the truth about Israel in more than 100 mainstream media, college newspapers and the Jewish press for 32 years now.

But until last 2019, we had not ever published our editorial *hasbarah* messages in the *New York Times*—the most widely read newspaper in the U.S.—or in the *Washington Post*, which is read by most elected officials and staff in our Capitol.

Now, because of overwhelming support from pro-Israel advocates like you, we are publishing regularly in both influential newspapers, as well as the *Chicago Tribune*, *Los Angeles Times* and others.

If you support FLAME's editorials in the *Times* and *Post*—and in other large metropolitan dailies nationwide—won't you make a new or renewed membership donation at this time?

**Why FLAME's recent "Ben & Jerry's Bad Taste" editorial must be published in more mainstream media.**

FLAME's new editorial calls Ben & Jerry's and its parent, Unilever, to account for falsely claiming that Israel "occupies Palestinian Territory" and for violating laws in 35 U.S. states prohibiting BDS boycotts.

I'm sure you agree: We must defeat anti-Israel efforts by American companies. With your help, we defeated Airbnb several years ago, and in 2022 we're determined to stop the hate from Ben & Jerry's.

Only FLAME fights back with hard-hitting messages defending Israel in mainstream media. And we can only do it with help from Israel supporters like you—one by one.

Indeed, we have strength in numbers. Our financial supporters now number over 30,000.

Won't you join us with a membership donation—whether \$500 or \$18—at this time . . . and claim your 2021 tax deduction for contributing to our 501(c)(3) non-profit?

**Defending Israel against haters and hypocrites is not free**

We supporters of Israel know that the enemies of the Jewish state will not give up. Our commitment has to be steadfast—and that's *not* always comfortable or easy or cheap.

While our editorials in the *New York Times*, *Washington Post*, *Chicago Tribune* and *Los Angeles Times* surely make waves nationally—and change opinions—let me be honest. Publishing such messages in them is expensive.

We'll pay between \$6,000 - \$35,000 each time one of our messages runs in each of these media. Just one weekend in *all of them* costs more than \$100,000.

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

Won't you add your voice to that of tens of thousands of individual FLAME supporters—won't you make a membership [donation](#) to FLAME—at any level you can afford?

**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 176 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 2022?

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 Jewish and Christian 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 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 2021.

**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. Please take a minute to review our new release, below, and let us know you approve of it.

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 the President, and from the American people.



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