



**THE JEWISH  
MAJORITY**

[www.jewishmajority.org](http://www.jewishmajority.org)

# Background

Jewish Voice for Peace (JVP) was founded in 1996 and began to rapidly grow when it endorsed the Boycott, Divestment, and Sanctions (BDS) movement in 2015. Since adopting anti-Zionism in 2019 JVP has focused on protecting discriminatory, anti-Israel organizations from charges of antisemitism.

JVP hides behind a façade of “peace,” but in the immediate aftermath of Hamas’ October 7th attacks JVP declared, “our solidarity with Palestine must encompass any and all modes of resistance,” and stated, “We stand in full solidarity with Palestinian resistance.” Even more explicitly, JVP calls for the “death of Israel” and touts a “Free Palestine by any means necessary.” Polling shows that 85 percent of all Americans deem the phrase “Israel has no right to exist” so extreme that they consider it antisemitic. Yet, for JVP, denying this antisemitism is central to their mission. Jewish Voice for Peace openly declares on their website that one of their primary goals is “defending our Palestinian partner organizations, when they are accused of antisemitism.”

Because Jewish Voice for Peace is so marginal in the Jewish community, the group recruits non-Jewish members to grow their ranks. Some JVP chapters have been founded by non-Jews, while other chapters are at least 50% non-Jewish. As JVP seeks to redefine Judaism to exclude Zionism, it refuses to reveal what percentage of their membership is Jewish.



Linda Sarsour addresses Jewish Voice for Peace.

**JVP’s size and fundraising have grown significantly, with dues-paying members increasing over 250% from 9,000 in 2015 to 32,000 today.**

**Their net assets grew over 230% in the same period, from \$1.16 million to \$3.82 million in 2023.**

# The Challenge

JVP seeks to reverse political, financial and cultural support for Israel by opposing pro-Israel legislation, encouraging divestment, and shifting the cultural narrative to favor anti-Zionism. The Jewish community is equipped to counter political and financial attacks, but JVP's cultural agenda is a strategic threat that must be addressed by engaging mainstream publications and relentlessly challenging their legitimacy.

## The Moment

JVP is poised for significant growth, mirroring trends after previous Israeli wars in Gaza. Polls show young people adopting JVP's eliminationist rhetoric and JVP believes a Republican presidency and congressional majorities offer opportunities to deepen relationships within the Democratic base to mainstream their positions. We must prevent JVP from normalizing anti-Zionism and shielding hate groups from clear antisemitism.



## The Opportunity

The Jewish Majority focuses on research, content creation, and media amplification to convey a simple message: JVP is a fringe group that weaponizes the identity of some of its members to shield bigots and help their policies appear non-discriminatory. JVP is over-whelmingly rejected by the Jewish community and should be characterized as such in media.

## Goal

The Jewish Majority serves as a national hub to delegitimize Jewish Voice for Peace by proactively undermining their legitimacy and reactively challenging their initiatives.

## The Jewish Majority's National Campaign Is Focused On Five Tactics

- 1. Research:** Deconstructing JVP's strategy to undermine their efficacy.
- 2. Action:** Building a national network of local Jewish leaders to set the narrative about JVP and anti-Zionism.
- 3. Amplification:** Utilizing media to reduce JVP's perceived legitimacy.
- 4. Community Engagement:** Teaching local Jewish communal leaders to take the initiative and involve peers in commenting on articles, writing letters to editors, and engaging local media.
- 5. Direction:** Generating and capitalizing on opportunities to weaken JVP's credibility and ensure anti-JVP efforts speak with a unified voice.

**The Jewish Majority is making an impact.**  
**Visit [www.jewishmajority.org/campaigns](http://www.jewishmajority.org/campaigns) to see our media engagement strategy in action.**

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