

The slide features a dark blue background with decorative geometric patterns on the left and right sides. These patterns consist of overlapping, colorful shapes (yellow, magenta, blue, and grey) that resemble stylized arrows or chevrons pointing towards the center. The main title is centered in the upper half of the slide.

New Projects and Partnerships 2015


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Looking Toward 2015

- Outreach - new constituencies through new strategies and tactics
- Build the presence, reach, and impact of the Mishmar based on our existing strengths


Editorial Writing Workshops



- We have committed supporters in peripheral regions of the country and a need to find more ways to activate them
 - Writing as a tool for social change - people in the center of the country can't tell the story of the periphery, but we can help them shape and refine that story
 - Build on our strengths in writing to reach more citizens through workshops with partners - TAU, PR team?
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Editorial Writing Workshops



- A “product” for us to “sell” to potential partners and supporters both within and outside of Israel, transcends language barriers and offers a unique opportunity to reach new communities
 - Possibility for a campaign-based strategy based on “Bills in the Spotlight” or together with our strategic partners
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New Strategic Partnership

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- We know that we want to reach to the periphery and to non-traditional Mishmar communities, but how?
- Partnership-based approach - ground-up development of an effective, meaningful relationship with an organization in peripheral communities that is based on our strengths

New Strategic Partnership



- Importance of the “fit” - needs to be an organization that can help fulfill our goals and that has aims that align with our own
 - Possibility of a campaign-based strategy - for example, rent control
 - Strategic undertaking, needs input from a variety of our stakeholders - importance of personal connection
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Thoughts, Questions, Ideas?

! תודה רבה :)