



# ALUMS

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FOR CAMPUS FAIRNESS

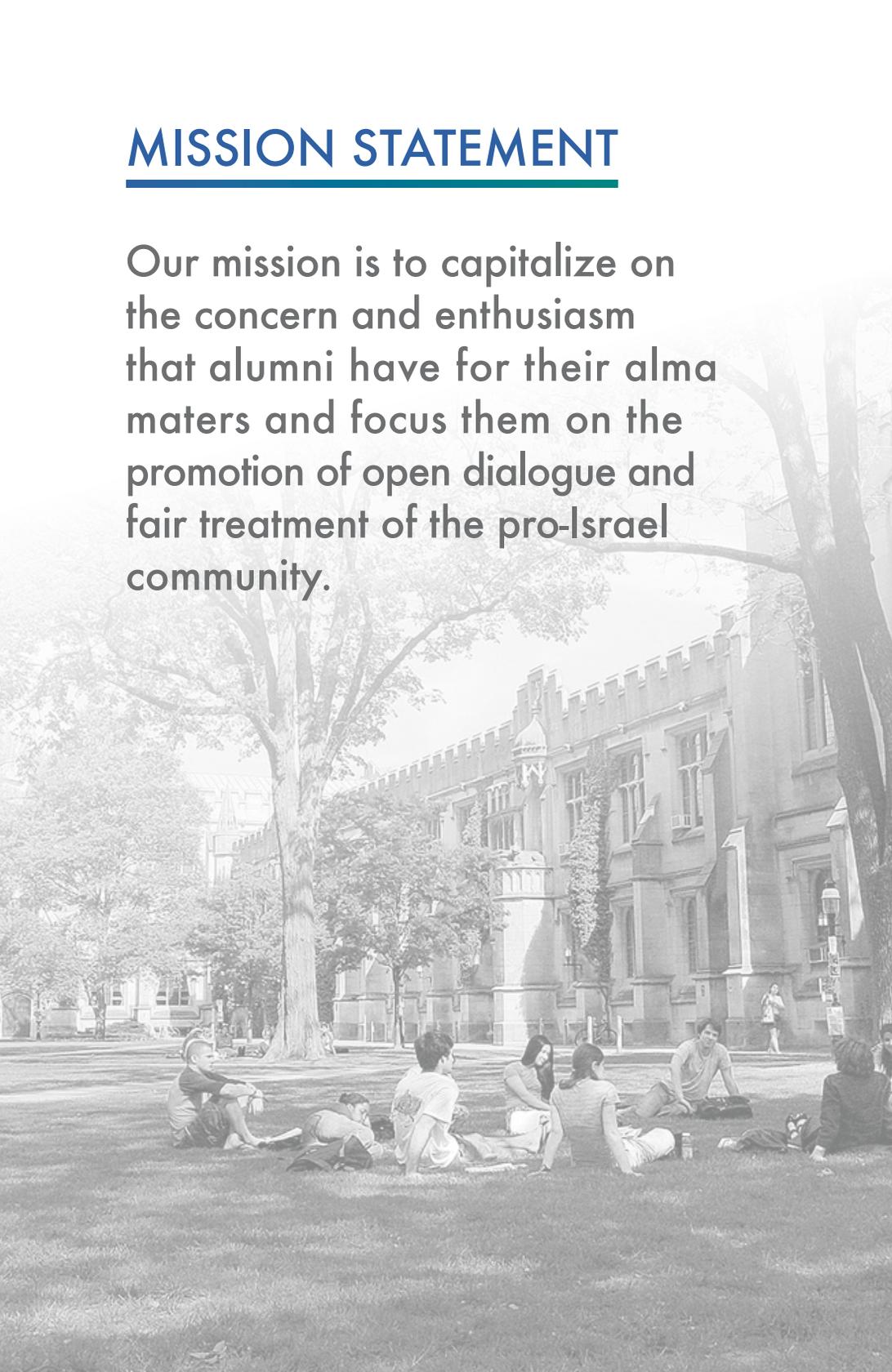


**Promoting a safe campus  
environment for all students.**

# MISSION STATEMENT

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Our mission is to capitalize on the concern and enthusiasm that alumni have for their alma maters and focus them on the promotion of open dialogue and fair treatment of the pro-Israel community.



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# WHY ALUMNI?

Many alumni have relationships with their alma maters and care deeply that their schools are places of peace and fairness. Alums can be an important voice as part of the campus tapestry. Many alumni already have positive relationships with administrators, students, and faculty. Alums are also university donors, and this status can help ensure that their concerns are taken seriously by those in a position to hear and act on our message.

Alumni are a previously untapped resource in the fight against anti-Semitism and anti-Israel rhetoric on campuses.

## Anti-Semitic author and BDS activist scheduled to speak at Bucknell University

Despite Miko Peled saying that the Jewish people have "a reputation for being sleazy thieves," university officials defend the right to allow him an event platform.



# WHO WE ARE

Alums for Campus Fairness (ACF) brings together alumni, who are then grouped with fellow alumni of their alma mater, to counter the rising anti-Semitism that is affecting far too many universities and colleges while also promoting an open and fair dialogue regarding the Arab–Israeli conflict.

ACF chapters work to protect the rights of pro-Israel students and faculty to express their views without retaliation or discrimination and to enhance the educational experience of all students.

*Students for Justice in Palestine (SJP) displays an anti-Israel “apartheid wall” on numerous campuses throughout North America.*



# WHAT WE DO

ACF mobilizes alums to encourage their alma maters to provide: (i) a safe and welcoming environment for students and faculty who feel a connection to Israel and (ii) a comprehensive education, rather than activist propaganda, especially with respect to Israel. ACF cultivates and trains chapter leaders and works to establish chapter governance and strategic direction while identifying and launching new chapters at the most at-risk campuses.

There are dozens of ACF chapters. ACF has the goal of expanding to additional chapters because our experience has shown that mobilizing and strengthening an alumni voice can help Israel and its supporters on campuses.

To view our updated chapter list, please visit our website at [www.campusfairness.org](http://www.campusfairness.org).



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# LAUNCHING A CHAPTER AT YOUR ALMA MATER

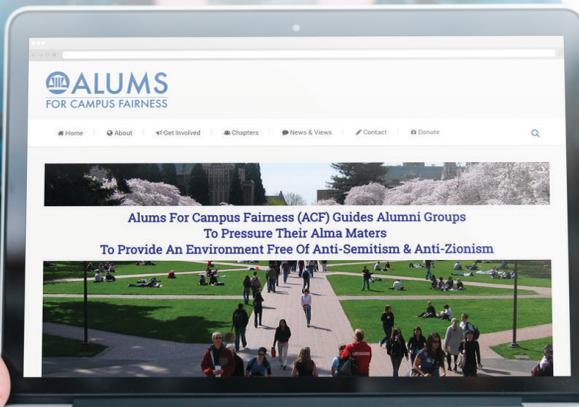
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Start a Chapter at Your Alma Mater or Join an Existing Chapter.

Launching a chapter at your alma mater is the best way to ensure that the alumni community at your school is organized and prepared to respond to new and existing challenges. Joining an existing chapter's leadership will allow you to leverage your personal relationship with your campus to boost the ACF chapter's presence and influence with university administrators.

If you're starting from scratch, the first step is to reach out to ACF staff to learn how to begin a chapter, to see what resources are available, and to find out what work ACF and its partners have already done to engage alumni at your alma mater.

ACF staff will help establish an online presence and provide support for initial outreach to prospective members and campus partners.



# THE F.A.I.R. APPROACH

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To be fully effective, ACF encourages its chapters to utilize a multi-pronged strategy we call “The F.A.I.R. Approach.”

- **Find out** – keeping up-to-date on your alma mater’s campus climate allows your chapter to stay ahead of major changes or challenges to the campus community. ACF national executives monitor campus developments and will reach out to chapter leadership when notable developments occur.
- **Access administration** – Develop relationships with members of the university’s administration to ensure that they are aware of potentially troublesome issues and that they are taking appropriate measures to address them. Working with students on campus to ensure that they agree with your concerns will bring credibility to your conversations with the administration.
- **Impress** – Impress the administration with the seriousness of your concerns by making sure you are coming in with facts. You also have the power to withhold donations.
- **Raise awareness** – Raise awareness among your fellow alumni! Through outreach to the alumni community, you will be able to mobilize them about relevant concerns. As we know, there is strength in numbers.

# RECRUITING

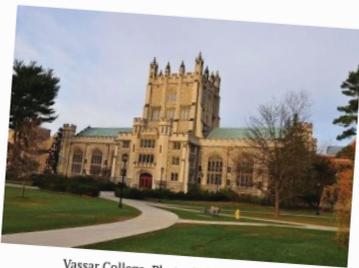
Alums can be reached online through existing web-based groups, such as alumni Facebook pages. Leveraging your personal network is also an effective way to communicate.

The campus landscape is always shifting. As problems emerge on campuses, ACF mobilizes its members to act quickly. Chapter leaders can use petitions or other ACF initiatives to give you an opportunity to recruit new sign-ups through programmatic engagement.

## Vassar Alumnus Calls Defeat of BDS Resolution at College a 'Watershed Moment'



by Lea Speyer



Vassar College. Photo: Wiki Commons.

The Thursday defeat of a Boycott, Divestment and Sanctions (BDS) movement resolution at Vassar College is a major turning point at a school known for its widespread anti-Israelis. A key figure in a Vassar alumni group told *The Algemeiner* on Monday.

Dr. Mark Banschick — who graduated from the university in 1978 and played a significant founding role in the [Alums for Campus](#)

# STUDENT SUPPORT

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ACF has a number of services accessible to students to support ongoing campus activities. To learn more about how ACF helps students, please email [info@campusfairness.org](mailto:info@campusfairness.org).

ACF can connect students with a variety of experts on strategy, marketing, media relations, and the Israeli-Palestinian conflict to complement existing programs or devise new approaches to campus developments.

Students become alumni! Recent graduates who join ACF's leadership ranks can provide invaluable support to their peers who are still in school.



# ACF PROGRAMS

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ACF hosts a webinar series for its membership three times during the academic year. The web series, which features experts in academics and leading authorities on campuses, explores the ways in which alums can be more effective advocates for their schools. Members can access previous webinar interviews and register for upcoming programs on our main website at [www.campusfairness.org](http://www.campusfairness.org).

ACF also hosts periodic events around the country to enhance engagement and education of our alumni. To learn more about these opportunities, please email [info@campusfairness.org](mailto:info@campusfairness.org).



The background of the entire page is a photograph of several young people, likely students, in a green-tinted overlay. One student on the left is wearing a hoodie with 'UCLA' printed on it. Another student on the right is looking down at a mobile device. The overall aesthetic is modern and youthful.

# CONTACT US

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