

Briefing

This is a peaceful demonstration to encourage shoppers not to buy Israeli Goods and inform them of the situation in Palestine

We will respectfully hand out leaflets to customers at the end of The Walk a pack of leaflets

There are three leaflets to hand out:

- 1. 'Don't buy Israeli Goods' leaflet**
- 2. Gaza the Facts (or Palestine the New Apartheid)**
- 3. 'The Basic Facts' -**

The majority of people need this information in order to act (we all are clear that this action is **against Israel's policies and the Zionist project, not against Jews**)

You are requested not to be aggressive, argumentative or confrontational; if someone is abusive walk away (this in our experience is rare).

Suggested approach to shoppers

- ❖ Smile and offer them the leaflet pack with a 'Good Morning', most will accept the information. If they want to know what it is about, follow with a brief phrase such as: 'we are asking you to support this Anti-Apartheid movement for the Palestinians and boycott Israeli goods'.
- ❖ Be active and approach people, passivity does not pass the message on. A smile and friendliness means you are approachable.