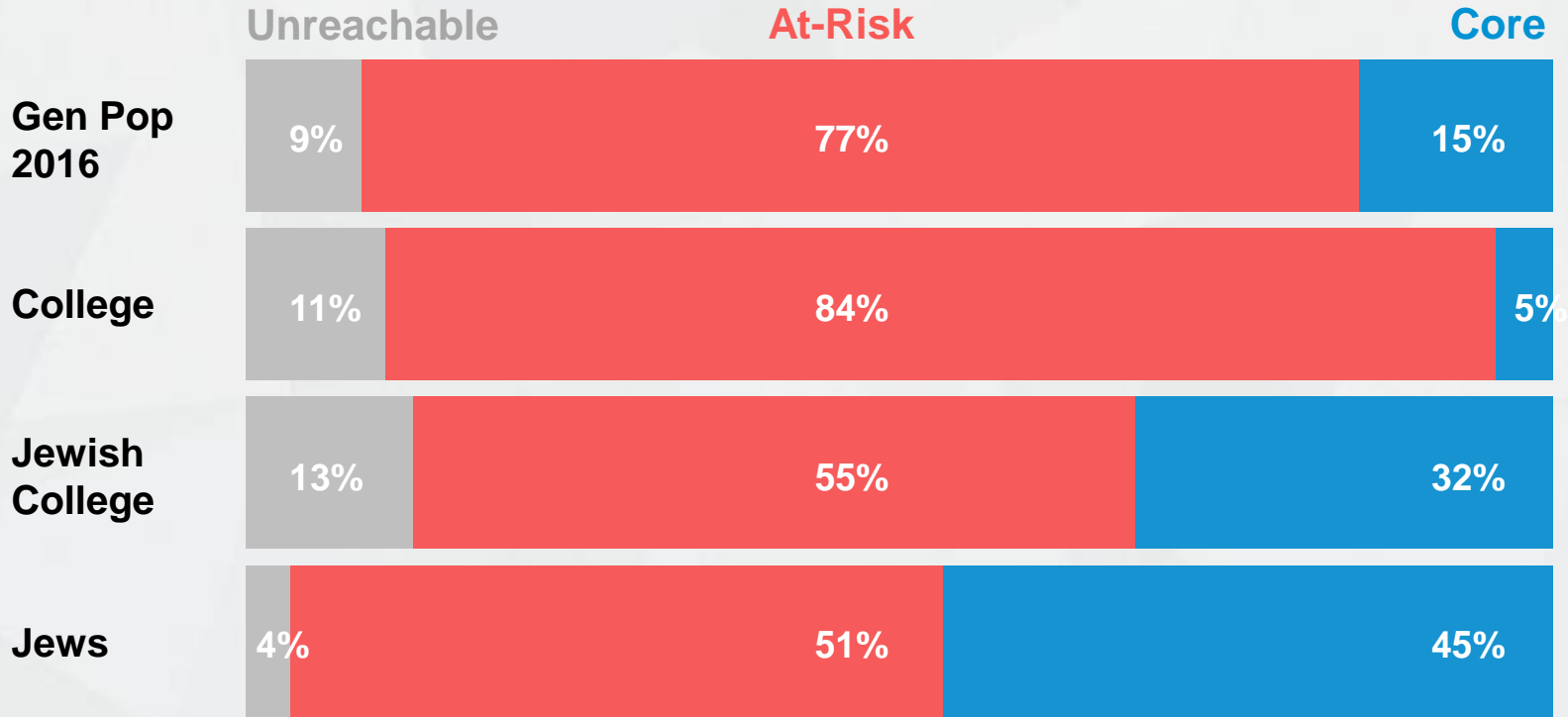


SOUNDING THE ALARM

THE AMERICAN - ISRAELI RELATIONSHIP

COLLEGE AND JEWISH COLLEGE SEGMENTATION



Can't Reach The Small Percent With Their Stake In The Ground, So Focus On The Middle And Go Where The Opportunity Is.

CAMPAIGN IMPROVES KEY “DECENCY” METRICS

	Minority (Pre vs Post)	College (Pre vs Post)	Jewish College (Pre vs Post)
Is Multi-Cultural	+22 pp	+22 pp	+16 pp
Protects Human Rights	+9 pp	+16 pp	+16 pp
Fair & Decent	+5 pp	+10 pp	+10 pp
Accepting Of Alternative Lifestyles	+22 pp	+18 pp	+14 pp
Share My Values	+14 pp	+12 pp	+5 pp