

DEMOCRATIC MAJORITY FOR ISRAEL

DMFI PAC

THE VOICE OF PRO-ISRAEL DEMOCRATS

A woman with glasses and a grey sweater is shown from the chest up, holding a sign high in the air with both hands. She is at a rally, and other people and signs are visible in the background. The image has a blue tint.

DMFI TWO-YEAR ANNIVERSARY IMPACT REPORT

"DMFI has been a powerful voice in standing up for our party's principles and advocating for a strong enduring partnership between Israel and the U.S., grounded in our democratic values."

— **President Joe Biden**



DMFI TWO-YEAR ANNIVERSARY IMPACT REPORT



Spent over \$6 million to elect pro-Israel Democrats to the White House and Congress



Helped elect 83 pro-Israel Members to the House & Senate



17+ million views for ads on behalf of Joe Biden & other Democratic candidates



Mobilized 100,000+ grassroots activists



Communicated with 16,000+ social media followers



400+ news mentions in national media outlets

We founded Democratic Majority for Israel in 2019 to build and strengthen support for the U.S.-Israel relationship within and by the Democratic Party. Representing the majority of Democrats from across our party's constituencies, we have shown that continuing to support this alliance, which is rooted in shared values and America's national interest, is both good policy—and wise political strategy.

We are proud to start 2021 with pro-Israel Democrats at the helm in the White House and in both chambers of Congress. We expected challenges—and with your help, we met them, working tirelessly and effectively during our first two years to elect Democratic candidates, as we advocate and maintain our party's pro-Israel position.

Thank you for all your support in our first two years. We're proud of what we've accomplished and look forward to continuing to work together!

Ann Lewis,
DMFI Co-Chair

Todd Richman,
DMFI Co-Chair

Mark Mellman,
CEO and President

HOW THE MEDIA IS TALKING ABOUT DMFI



WHAT CRITICS ARE SAYING ABOUT DMFI

**ISRAEL
HAYOM**

Israel Hayom,
April 14, 2020

"Democratic Majority for Israel, **played a significant role in helping to undermine Sanders** at a point in the campaign when he was the frontrunner and Biden seemed dead in the water. The result was not just a series of primary victories for the beleaguered Biden, but also for the pro-Israel wing of his party."

 **HAARETZ**

Haaretz,
February 15, 2021

"...Democratic Majority for Israel, a pro-Israel organization that seeks to increase and ensure support for Israel within the Democratic Party and **has quickly become a formidable force** ... in Washington."

**The
Intercept_**

The Intercept,
January 1, 2021

"...activists working on the issue fear that DMFI's entry into races— and candidates' embraces of its endorsements — will help to ensure that politicians who then win election will shy away from criticizing Israel in office."



WAFA, Official News Agency of the
Palestinian Authority and the PLO
June 29, 2020

"Democratic Majority for Israel (DMFI)...had a hand in drafting the [Democratic] platform language on Israel/Palestine... It's [the platform language is] incredibly weak and frankly insulting."

First Pro-Israel PAC to Endorse President Biden

- Tracked primary candidates' views on Israel
- Only Democratic TV ad against Sanders in IA which, according to entrance polls, denied Sanders a first-place finish, blunting his momentum
- Mobilized 3,000+ pro-Israel Democrats in Iowa and New Hampshire, who attended hundreds of presidential primary events



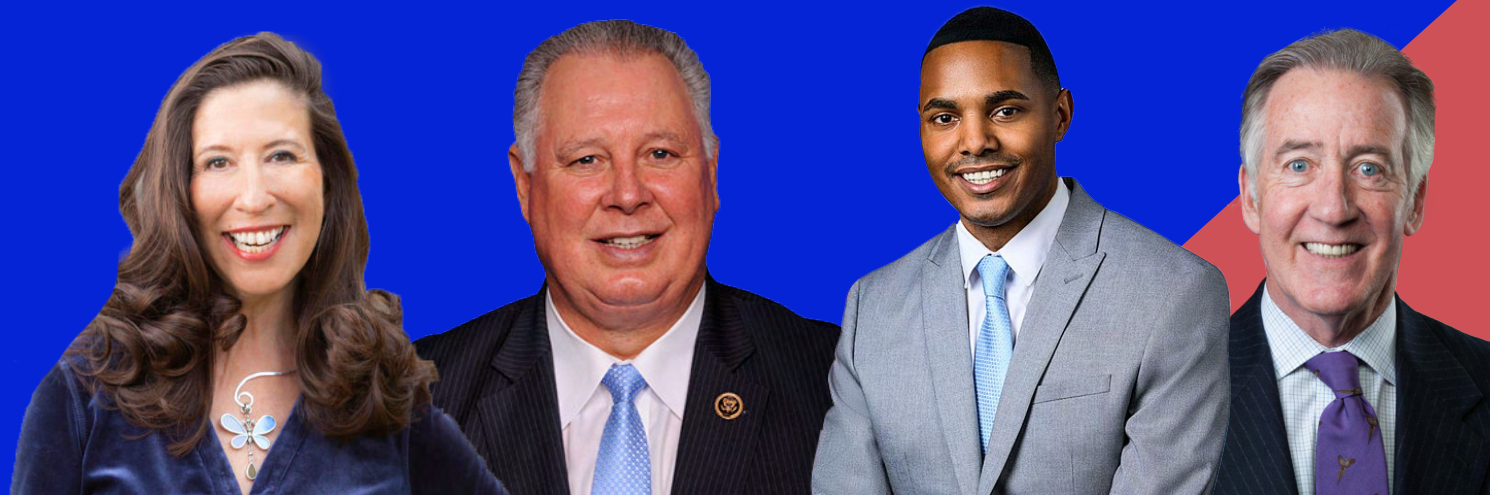
Helped Propel the Biden-Harris Team to Victory

- Ran ads targeted to pro-Israel voters in FL, MI, PA (5M+ views)
- Activated 100,000 members to speak out and vote for Biden-Harris
- Mobilized voters in battleground states through phone banking and vote tripling
- Published supportive opinion pieces in major media outlets to persuade pro-Israel voters



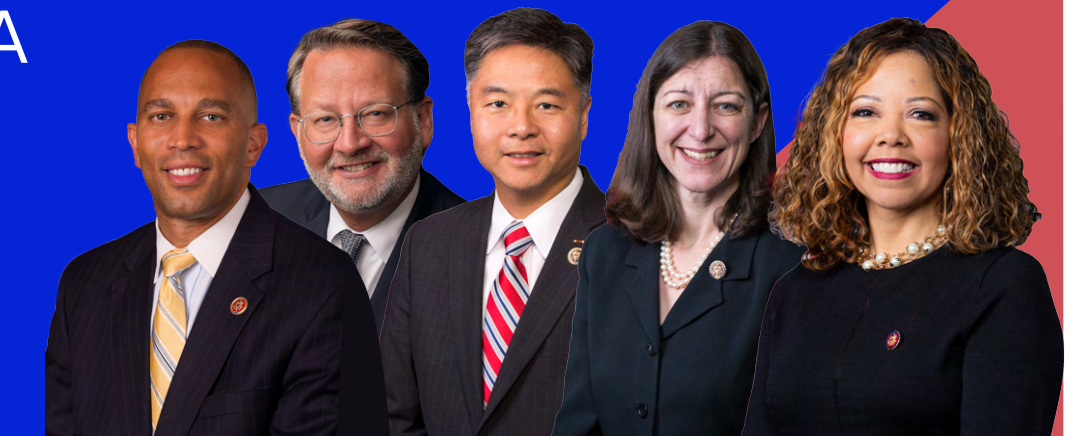
Fueled Victories in Key Primary Races

- 27 Democratic primary wins, including against anti-Israel candidates
- Funded independent ad campaigns leading to victory for pro-Israel champions

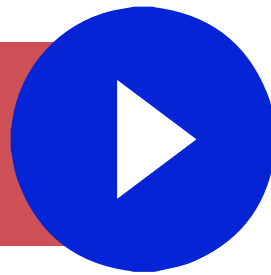


Elected Pro-Israel Champions to Congress

- 12 Senate and 71 House endorsed candidates elected to the 117th Congress
- Supported five new Democratic senators
- Ran targeted ads supporting MI battleground Senator Gary Peters (3M views)
- Ran targeted ads supporting GA Senators Ossoff and Warnock (7M views)



OUR ADS



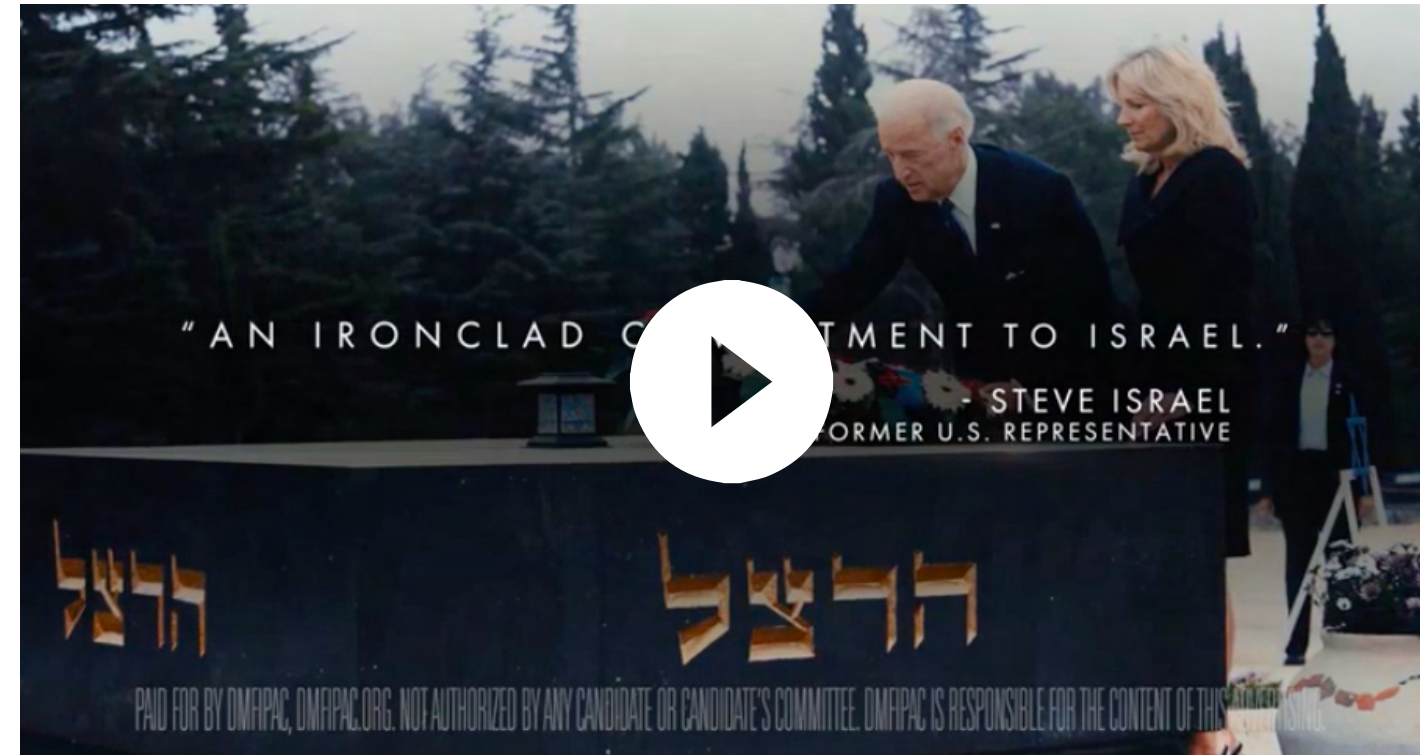
DMFI PAC launched 14 ads for pro-Israel Democrats in 2020

- ✓ TV ads in IA and NV blunted Bernie Sanders's momentum
- ✓ Targeted ads to pro-Israel voters increased support for Biden
- ✓ Ads for battleground Democrats helped retain multiple seats
- ✓ Ads fueled primary victories in NY, NJ, NM and MA

DMFI PAC

"Enduring"

Supporting Joe Biden in battleground states
5 million + digital views in FL, PA, MI



"In Your Corner"

Supporting Gary Peters's Senate race
3 million + digital views in MI



"Incontestible"

Supporting Jon Ossoff and Rev. Raphael Warnock in GA Senate runoffs
7 million + digital views in GA



"Scandal"

Supporting Elaine Luria in her competitive House race
2 million + digital views in VA



A DEMOCRATIC PARTY PLATFORM THAT REFLECTS OUR VALUES

At the national level, DMFI worked to advance a platform that expands on the Democratic Party's proud tradition, and Joe Biden's long history, of supporting a strong U.S.-Israel relationship. We submitted testimony, met with delegates, and mobilized the grassroots and grasstops to fight off efforts to weaken platform language.



“

Democrats believe a strong, secure, and democratic Israel is vital to the interests of the United States. Our commitment to Israel's security, its qualitative military edge, its right to defend itself, and the 2016 Memorandum of Understanding is ironclad. ...We oppose any effort to unfairly single out and delegitimize Israel, including at the United Nations or through the Boycott, Divestment, and Sanctions Movement, while protecting the Constitutional right of our citizens to free speech.

—2020 Democratic Party Platform

”



In California, DMFI led a coalition effort to defeat all proposed anti-Israel amendments that would have threatened the existence of Israel as a Jewish state, cut off all aid to Israel and endorsed the BDS movement targeting Israel. We organized 850 delegates, party leaders, and elected officials through advocacy and targeted digital ads.



“Please join me in rejecting extreme, divisive, and one-sided amendments to our party platform that will make it harder for us to remain united and defeat Donald Trump.”

– Jesse Gabriel,
California State Assemblyman

ADVOCATING FOR PRO-ISRAEL POLICIES

Fighting efforts to place additional conditions on aid to Israel

DMFI sent a memo to senators and worked with political leaders and grassroots activists to ensure senators were not pressured by anti-Israel groups into signing a letter effectively calling for additional conditions on aid to Israel.



Fighting the harmful BDS movement

DMFI was instrumental in the effort to ensure Democratic condemnations of the anti-Israel BDS movement and advanced language against the BDS movement in the national Democratic Party platform.



Supporting policies to promote peacebuilding in the Middle East

DMFI was a key public advocate for the Middle East Partnership for Peace Act, which includes unprecedented funding for peacebuilding and Palestinian economic development.



FIGHTING AGAINST ANTISEMITISM AND ANTI-ISRAEL EFFORTS

Holding Trump and Republicans accountable for antisemitic tropes

DMFI spoke out against Donald Trump for his support of antisemitic and white supremacist groups, against Republican candidate Laura Loomer for her bigoted ads, and called for Rep. Marjorie Taylor Greene to resign given her support for unhinged antisemitic conspiracy theories.



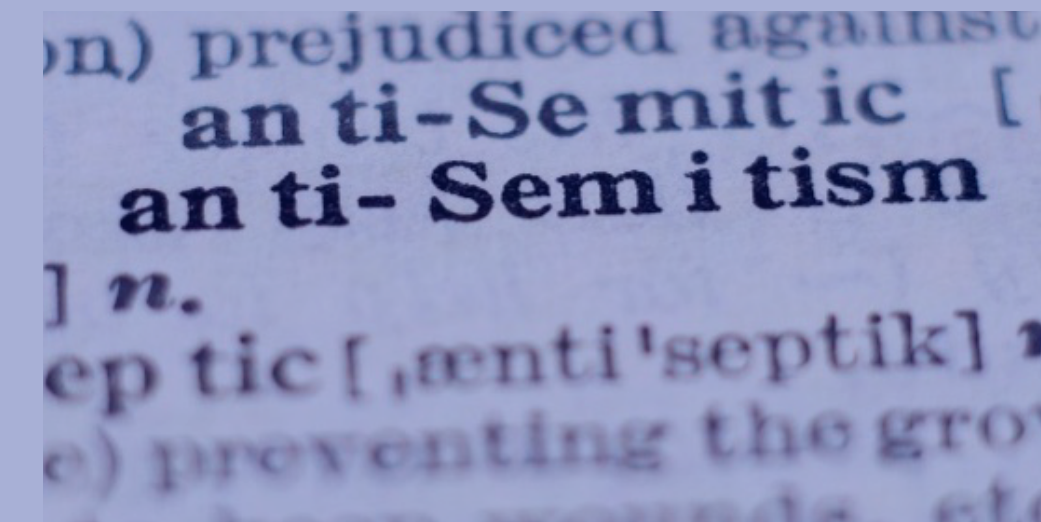
Uncovering and publicizing the deceptive tactics of anti-Israel groups

DMFI exposed and put an end to tactics used by groups to trap candidates into making anti-Israel comments and called out IfNotNow for promoting a dishonestly edited video that cut out comments Senator Sanders made about "respect" for Israel and criticism of Palestinian leadership.



Advocating for U.S. adoption of the IHRA definition of antisemitism

DMFI urged the adoption of the International Holocaust Remembrance Alliance's definition of antisemitism by the Biden Administration, which has been endorsed by over 30 countries. Afterward, the State Department announced that it will "embrace and champion" this definition.



Pushing back against antisemitism and anti-Zionism in the Democratic Party

DMFI has spoken out against Rep. Ilhan Omar for using antisemitic tropes, called for Senator Bernie Sanders to drop antisemitic campaign staff, and called out Rep. Rashida Tlaib for her false claims that Israel is a "racist state."



DMFI IN THE NEWS

DMFI and DMFI PAC were mentioned in over 400 news articles in major news media outlets in the past year, including:



CLICK ON AN ARTICLE BELOW TO READ MORE

California Democratic Party softens language on draft resolutions critical of Israel

JUNE 2, 2019 8:25 AM

Trump: Any Jew voting Democratic is uninformed or disloyal

By JONATHAN LEMIRE and DARLENE SUPERVILLE August 21, 2019

US House overwhelmingly condemns the BDS movement, affirms support for Israel

"The House voted 398-17 in favor of an anti-BDS resolution written by Democratic Congressman Brad Schneider. That's a stunning show of bipartisan opposition to BDS and support for Israel," Democratic Majority for Israel CEO Mark Mellman told JNS.

BY JACKSON RICHMAN

Pro-Israel Democratic Group: 'Deeply Disturbing' Sanders Has Accepted Endorsements from BDS Supporters

By Aaron Bandler October 16, 2019

New PAC established to back pro-Israel Democrats

"The overwhelming majority of elected Democrats are pro-Israel and we intend to keep it that way," said Mark Mellman, the group's leader.

By JERUSALEM POST STAFF JULY 9, 2019 11:55

GRANITE STATE

Pro-Israel Democrats rally support in New Hampshire

Democratic Majority For Israel launches organizing effort in early primary state

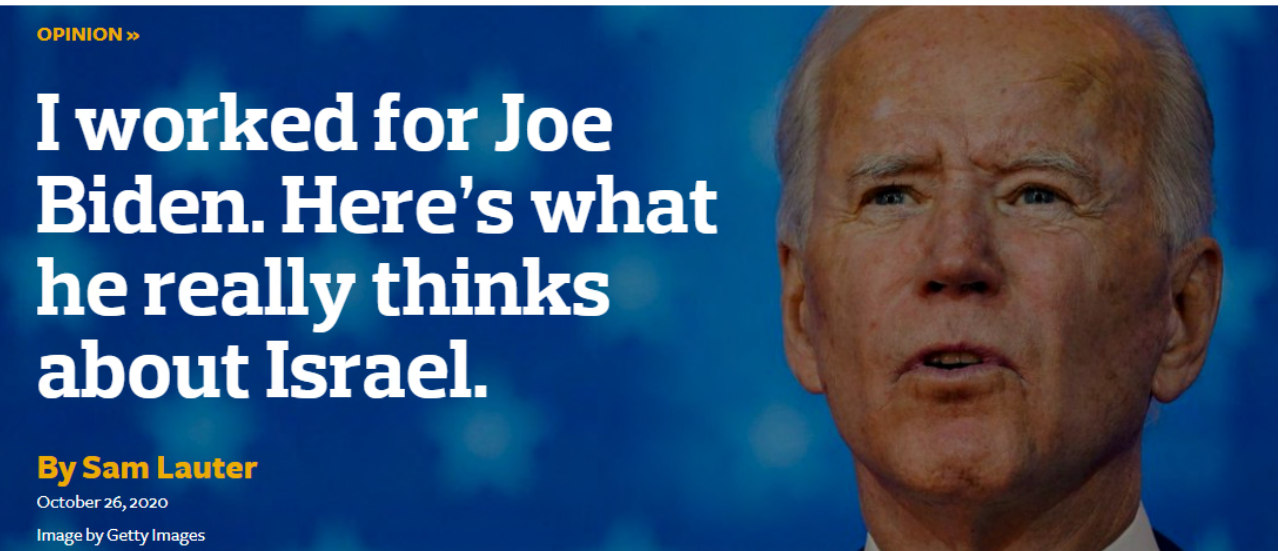
OPINION

'Pro-Israel' is not just for Republicans



ANN LEWIS

FEBRUARY 4, 2019 1:22 PM





Democratic Majority for Israel @DemMaj4Israel · Jan 24 ...

America's BDS supporters are either ignorant of the movement's positions or purposely misrepresenting them.
BDS is antisemitic. It opposes Israel's existence in any borders.
People are entitled to express antisemitic views in this country, but aren't entitled to evade the label



Marc Lamont Hill @marclamonthill · Jan 23

BDS is a movement that denounces and fights racism and oppression in all forms, and wherever it appears. As a movement that emerges out of Palestinian civil society, its priority is non-violent protest of the conditions in Israel and Palestine. twitter.com/bsptx1/status/...



Democratic Majority for Israel @DemMaj4Israel · Dec 7, 2019 ...

Watching POTUS @realDonaldTrump traffic in antisemitic stereotypes is disgusting.

@realDonaldTrump's failure to condemn white supremacy when discussing antisemitism is equally distressing.

Trump tells Jews they'll vote for him to protect their wealth.



Democratic Majority for Israel @DemMaj4Israel · Dec 2, 2019 ...

Friday, at the American Muslims for Palestine Convention, Linda Sarsour claimed Israel's "built on the idea that Jews are supreme to everybody else"- a vicious, antisemitic lie

Israel's built on idea that every people is entitled to self determination

facebook.com/salah.sarsour...

12

35

139



Democratic Majority for Israel @DemMaj4Israel · Dec 2, 2019 ...

That's why Israel favored UN partition plan creating Jewish & Palestinian states. Arab leaders rejected it, launching a war of destruction against Israel. We & many Israelis still favor Palestinian state, but after decades of war & terrorism Israel's security must be protected.



Democratic Majority for Israel @DemMaj4Israel · Mar 5, 2019 ...

Let's be v clear...@Ilhan Omar's recent statements do not attack polices of the Government of Israel (a legitimate topic of debate). Rather they use anti-Semitic stereotypes to impugn the motives of her colleagues & of other Americans who support a strong US Israel relationship

CLICK ON ANY EVENT TO WATCH

DMFI hosted 18 virtual events in 2020 featuring experts and influential voices, including Biden administration officials, Pro-Israel Democratic candidates, political leaders, LGBTQ activists, journalists and authors.

DMFI INAUGURAL CELEBRATION

Democratic Majority for Israel
INAUGURAL CELEBRATION
JANUARY 19, 2021 | 8 PM ET



SENATOR JACKY ROSEN

PERFORMANCE BY DAVID BROZA

COOKING WITH ADEENA SUSSMAN

REP. JAKE AUCHINCLOSS

REP. ELAINE LURIA

REP. TED LIEU

THE U.S.-ISRAEL RELATIONSHIP IN A BIDEN ADMINISTRATION

DMFI DISCUSSION:
The U.S.-Israel Relationship
In a Biden Administration

with **Tony Blinken**

Monday May 18
1 PM ET



DEMOCRATIC MAJORITY FOR ISRAEL

PROTECT THE VOTE

DMFI LIVE BRIEFING
Building Back Better:
Reshaping American Influence
at Home and Abroad



Rep. Chrissy Houlahan

Rep. Hakeem Jeffries

Jaime Harrison

THURSDAY, OCTOBER 22
8:00 PM ET / 7:00 PM CT

DEMOCRATIC MAJORITY FOR ISRAEL

THE NEXT GENERATION OF PRO-ISRAEL DEMOCRATS

DMFI AT THE DNC
LIVE BRIEFING
The Next Generation of
Pro-Israel Democratic Leaders



Representative Max Rose

Kathy Manning

Ritchie Torres

TUESDAY, AUGUST 18
1:00 PM ET / 12:00 PM CT

DEMOCRATIC MAJORITY FOR ISRAEL

FIGHTING TO ENSURE A PRO-ISRAEL DEMOCRATIC MAJORITY

In just two years, DMFI and DMFI PAC have supercharged Democratic pro-Israel politics—bringing voice, strength, and action to advance the U.S.-Israel relationship.

Democratic Members of Congress continue to work on important legislation intended to advance our principles, including on key measures related to the U.S.-Israel alliance.

As we move forward, we will continue to be the voice for pro-Israel Democrats, ensure that our Party represents our values and policy goals, and elect pro-Israel Democrats up and down the ballot.

**DEMOCRATIC
MAJORITY FOR
ISRAEL**

DMFI PAC

DMFI

- ✓ Fight efforts to undermine the U.S.-Israel relationship
- ✓ Fight for Democratic values and priorities
- ✓ Advance pro-Israel policy
- ✓ Build our social media program to counter anti-Israel narratives online

DMFI PAC

- ✓ Engage in special elections
- ✓ Prepare to maintain and strengthen pro-Israel Democratic majorities in 2022
- ✓ Build a fund to fight off anti-Israel primary challengers

We can't do this without your support.

DONATE TODAY

Thank you!