



Support Sanity™

Building Massively-Visible Mass Support
for an Evenhanded Two-State Solution
for Israel & Palestine

*“Truly a splendid initiative” whose website is
“an absolute must ... well worth half an hour exploring.”*

Lapel Pin Owner's Manual

Make a Statement • Make a Difference™

Support Sanity
207 E Ohio Street #350
Chicago, Illinois 60611
United States of America

www.SupportSanity.org

Make a Statement



Thank You!

Thank you for joining the growing number of people in the United States and around the world who have decided to help contribute to a better future for Israel and Palestine by making a statement and making a difference.

The Insignia

The insignia on your lapel pin consists of the Israeli and Palestinian flags crossed in friendship over the motto “Justice • Peace • Life”. To us this represents the only scenario that makes sense – two equally-sovereign states for two equally-worthy peoples, with nothing more or less for one or the other. For only with symmetry can there be justice. And only with justice can there be peace. And only with peace can there be the life that the mainstream on both sides longs for.

The Virtuous Cycle of Display and Engagement

The Support Sanity campaign is based on the notion that American public policy can be decisive in promoting a just, secure and prosperous peace for Israel and Palestine, but that, in order to have that effect, American public policy must be evenhanded. One of the best ways of shaping American public policy is by shaping American public opinion.

- **Building massively-visible mass support for an evenhanded two-state solution for Israel and Palestine**
- **Publicly affirming the common humanity of Palestinians and Israelis**
- **Promoting the mass display of a simple, “symmetrically-affirmative” symbol that concretely embodies this humane and practical perspective**

Fortunately there is already a large and growing “silent majority” of Americans that fundamentally accepts an evenhanded two-state solution as the only humane solution and thus the only practical solution. This majority is growing increasingly uneasy at its own silence, especially as the situation “on the ground” continues to deteriorate.

Our goal, therefore, is to “activate” and enlarge this silent majority by creating a “virtuous cycle” of display and engagement in which the display of the Support Sanity insignia engages others to also display it.

We need your help.

What People are Saying ...

I love this organization and its message. I like their retail products very much and in particular their lapel pins. They can provide us with a vehicle to display our commitment to ourselves and to everyone we come in contact with. I think the possible ripple effects from wearing this little pin are extraordinary. I ordered a bunch of them immediately. - *Susie*

I’m thrilled to see you’re doing such wonderful work! It’s amazing how a small thing like a button can really tap into such deep emotions. - *Marisa*

Your pins are lovely and have a wonderful message behind them. - *Amal*

I love the simplicity and daring of your symbol, and your emphasis on the dignity of both peoples. - *Robert*

I cannot thank you enough for the pin. I am wearing it everywhere, all the time. - *Dana*

I am amazed to hear about your activities, and the pin you produced! Keep up the good work! - *Orly*

I gave out all your buttons but the one I kept for myself. H__ & M__, two Palestinian-Israeli peace scholars and activists, really appreciated them, saying: “This is our identity exactly”. - *Mitchell*

Love my pins. They are beautiful. Sent information to LT in California. He is one of the pioneers in dialoging with Palestinians and Israelis. ... Hope you will hear from him, and I am sure you will from me again. - *Jeanie*

Send / E-Mail Your Comments and Photos to:

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info@SupportSanity.org
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What the Answer Looks Like

A “Symmetrically-Affirmative” Stance

is one that equally affirms the fundamental humanity of both sides of a conflict as well as the equal legitimacy of both sides’ core aspirations. It does not mean affirming any or all of the means that either side may have previously used, or currently may be using, in pursuit of its goals. In the case of the Palestine / Israel conflict, we believe that a symmetrically-affirmative, win-win stance is the only one that makes sense as well as the only one that provides the basis for a long-term solution. It is in Israel’s “enlightened self-interest” to “support Palestine”. It is in Palestine’s “enlightened self-interest” to “support Israel”. (Oh yes, it’s moral too.)

Fundamental Principles

1. Israelis and Palestinians equally worthy and valuable human beings;
2. The Palestinian and Israeli peoples have equal rights to national self-determination and to live in peace, security and prosperity;
3. The Israeli and Palestinian peoples have equal rights to a fair share of the land and resources of historic Palestine;
4. Both Palestinians and Israelis have been drawn into a cycle of injustice and violence in which each is manifestly wronging the other and from which each should withdraw unilaterally and unconditionally;
5. Whatever the theoretical merits of a one-state solution, it is utterly impracticable in the foreseeable future;
6. On the other hand, Israel and Palestine are, and always will be, “joined at the hip” with the welfare of each dependent on the welfare of the other.

Key Elements of an Evenhanded Two-State Solution

1. Two national states, Israel and Palestine, with equal sovereignty, equal rights and equal responsibilities;
2. Partition along the pre-1967 border (“the Green Line”) as modified by minor mutually-agreed territorial swaps;
3. A shared Jerusalem;
4. Israeli evacuation of all settlements in the occupied territories except those within the agreed swapped areas;
5. Israeli acknowledgment of partial responsibility for the Palestinian refugee problem and Palestinian acceptance of negotiated limitations on the “right of return” in exchange for financial compensation for refugees;
6. Mutual recognition and normal diplomatic relations between Israel, Palestine and other Arab countries; and
7. Free trade between Israel and Palestine, both for its own sake and as the cornerstone of a possible future area-wide economic union.

Make a Difference



Please Wear Your Pin

By wearing your lapel pin as part of your everyday attire, you will be an important element in the virtuous cycle of display and engagement. Your public affirmation for the common humanity of Palestinians and Israelis and support for an evenhanded two-state solution will make it possible for others to do the same. In fact, you may want to keep a couple of extra pins and/or Support Sanity information handy to give away.

Some people sport multiple pins: one on their shirt, another on their outer jacket and yet another on their briefcase, purse or backpack (although some prefer buttons for their outerwear and bags.) In whatever configuration works for you, please wear your pin.

Your pin can’t do its work if you don’t wear it.

Other Things You Can Do

1. By wearing the pin you will be inviting people to engage you in conversation. Prepare to deal with (and take advantage of) the common questions and statements you’ll encounter, including:
 - a. What’s that?
 - b. What’s the “other” flag? (Usually meaning the Palestinian one.)
 - c. Why do you wear that?
 - d. I would never wear that. / I would never wear the terrorists’ flag. / I would never wear the oppressors’ flag.
 - e. Do you really think there will ever be peace in the Middle East?
2. The more you know, the more effectively you’ll be able to engage the people you meet. Learn more about the facts as well as about the conflicting perspectives on the facts. There are many fine books and websites packed with information.
3. Give lapel pins and/or other insignia items to your family, friends and colleagues and encourage them to visit the Support Sanity website.
4. Think of ways you can help make the lapel pin and its message commonplace at your place. Do you belong to an organization that can distribute pins on an ongoing basis? Do you have influence with a website that could be linked to the Support Sanity website? Media contacts?
5. Send / e-mail us your thoughts, suggestions and comments as well as photos of your lapel pin in use. We want to hear from you!

Frequently Asked Questions

Are you pro-Palestinian?

Yes. Absolutely. We believe that the cause of Palestinian national self-determination is a just one, though we absolutely condemn many of the methods used to pursue that cause. In addition to being immoral, we believe these methods are counterproductive, making the establishment of a secure, prosperous and democratic Palestine harder to achieve. Indeed, because such a Palestine can exist only if it enjoys the friendship of its neighbors, including Israel, we believe that it is essential for Palestinians to clearly articulate their support for a secure, prosperous and democratic Israel. It's called "enlightened self-interest" and we think it's the only stance that makes sense.

Are you pro-Israeli?

Yes. Absolutely. We believe that the cause of Israeli / Jewish national self-determination is a just one, though we absolutely condemn many of the methods used to pursue that cause. In addition to being immoral, we believe these methods are counterproductive, making the establishment of a secure, prosperous and democratic Israel harder to achieve. Indeed, because such an Israel can exist only if it enjoys the friendship of its neighbors, including Palestine, we believe that it is essential for Israelis to clearly articulate their support for a secure, prosperous and democratic Palestine. It's called "enlightened-self interest" and we think it's the only stance that makes sense.

What is "enlightened self-interest"?

Enlightened self-interest is the notion of helping "them" in order to help "ourselves". It springs from the realization that what's good for "us" is unavoidably connected to what's good for "them". Thus, the pursuit of "our" good at the expense of "their" good turns out to be counterproductive (as well as perhaps immoral). On the other hand, it turns out that helping "them" achieve "their" good turns out to be an excellent way helping "us" achieve "our" own good. In other words, pursuing a "win-lose" strategy typically results in a "lose-lose" outcome, while pursuit of a "win-win" strategy typically achieves its goals.

Does "enlightened self-interest" really work?

Yes. One of the most famous modern examples of successful enlightened self-interest, was the Marshall Plan after World War II. In this case the victorious United States actively helped build a prosperous Germany as a way of preventing the emergence of conditions that might spark a third world war. This win-win strategy was the exact opposite of the win-lose strategy pursued by the victors of World War I.

Why should Israelis and their supporters care about a secure and prosperous Palestine?

Because without a secure and prosperous Palestine, there cannot be a secure and prosperous Israel. Thus, Israel's "enlightened self-interest" dictates that Israel do all in its power to help create a Palestine in which Palestinians can have a good life and a better future. Indeed, for the good of Israel, Israel's supporters should be first in line demanding the immediate creation of a secure, viable and sovereign Palestine in the currently Occupied Territories.

Why should Palestinians and their supporters care about a secure and prosperous Israel?

Because without a secure and prosperous Israel, there cannot be a secure and prosperous Palestine. Thus, Palestine's "enlightened self-interest" dictates that Palestinians do all in their power to help create an Israel in which Israelis can have a good life and a better future. Indeed, for the good of Palestine, Palestine's supporters should be first in line demanding the immediate acknowledgment of a secure, viable and sovereign Israel within its pre-1967 borders.

But don't the Palestinians just want to drive the Israelis into the sea?

Although most Arabs in general and Palestinians in particular initially rejected the United Nations' partition of Palestine, the vast bulk of the population today acknowledges Israel's existence and supports an evenhanded two-state solution. Indeed, the recent Saudi Peace Plan offered full recognition of Israel and normalization of relations between Israel and her neighbors in return for the creation of an independent Palestine with the 1967 borders. While this plan may not have been perfect, it was sincere. Unfortunately, the current cycle of revenge is fueling Palestinian and Arab hatred and making this moderate position harder to espouse in public.

But don't the Israelis just want to drive the Palestinians into the desert?

Although some Israelis and Jews do want to create a Greater Israel on all of historic Palestine, the vast bulk of the population acknowledges the legitimacy of the Palestinian desire for national self-determination and supports the creation of a Palestinian state in the West Bank and Gaza. Indeed a recent poll by the Israeli newspaper *Ha'aretz* showed a majority of Israelis in favor of evacuating Israeli settlements in the West Bank and Gaza and the establishment of a Palestinian state. Unfortunately, the current cycle of revenge is fueling Israeli and Jewish hatred and making this moderate position harder to espouse in public.