



**Support Sanity™**

<Today's Date>

<Recipient's Name>

<Organization>

<Address>

<City, ST ZIP>

*Building massively-visible mass support  
for an evenhanded two-state solution  
for Israel & Palestine*

**Dear <Recipient>:**

As the Israel/Palestine cycle of revenge continues to deepen and as many supporters of each side continue to throw fuel on the flames, one of the most basic and important steps that each of us can take is to **publicly affirm the fundamental humanity of both sides** – both as an end in itself and as the only basis for a viable alternative to the current crisis.

Support Sanity is an independent public campaign doing its part to help build visible support for an **evenhanded two-state solution for Palestine and Israel** by promoting the mass display of a simple symbol: the Israeli and Palestinian flags crossed in friendship over the motto “Justice • Peace • Life”.

To us this symbol represents **the only solution that makes sense** – two equally secure, viable and sovereign states for two equally worthy peoples. 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 centerpiece of the campaign is an **elegant and inexpensive lapel pin** that supporters of a just peace are being encouraged to wear as part of their everyday attire. Since the campaign's inception last June, **over 11,000 pins have been distributed – a number that will hopefully be doubled soon and reach many more this year.**

I am **enclosing a lapel pin that I have purchased for you** in the hopes that you will join us in this simple yet important effort. I am also enclosing some information about the Support Sanity campaign. I hope that you will take some time to look this material over and perhaps also visit the campaign's website (**[www.SupportSanity.org](http://www.SupportSanity.org)**).

**Thank you** for your consideration. I hope to see you wearing the pin.

Sincerely,

<Sender's Name>

<Address>

<City, ST ZIP>

P.S. This letter has been sent to you on my behalf by the Support Sanity staff in accordance with my online instructions.