

GOTV NEWSLETTER #2 26TH KNESSET ELECTIONS

SEPTEMBER 28, 2026

FROM CAMPAIGN TO COMMUNITY:

HIGHLIGHTS FROM THE ATMOSPHERE CAMPAIGN



Following the launch of the Atmosphere Campaign, activities are now underway in more than **30 Arab towns** and communities, from the North to the South, with youth movements, volunteers, and young activists taking the campaign directly into their communities.

During the first two weeks, approximately **75 activities** took place across Arab society, with **10–20 young activists** taking part in each activity. Teams distributed **10,000 each of campaign flyers and car fresheners**, collected **1,900 signed pledge cards**, and engaged residents in direct conversations about the importance of civic participation and turning out to vote.

What has been especially encouraging is the positive and supportive atmosphere we have encountered on the ground. In our conversations with people, we are seeing a clear determination among many to participate and vote, giving us a strong sense of optimism as the campaign moves forward.

LET'S TAKE YOU TO THE FIELD



OUR ATMOSPHERE CAMPAIGN IN ACTION

From campaign stands and community conversations to youth-led outreach, the first two weeks brought the Atmosphere Campaign into towns and public spaces across Arab society. As part of these activities, residents are also invited to sign pledge cards, turning conversations about participation into a concrete commitment to vote. The cards allow the campaign to document engagement and follow up with participants as Election Day approaches.



At the heart of the campaign are the young people leading these activities in their own communities. Their role goes beyond delivering a campaign message: through direct engagement with residents, they are taking responsibility, building confidence and leadership, and experiencing firsthand what it means to take an active civic role.

This is active citizenship in action: young people taking responsibility for their communities and recognizing the role they can play in shaping their future.

As our campaign moves forward, activities will continue to expand and intensify across communities in the weeks ahead.

STAY
TUNED