

GOTV NEWSLETTER #3

26TH KNESSET ELECTIONS

OCTOBER 8, 2026

READY, SET, TRAIN!

After weeks of activity across Arab towns and communities through the Atmosphere Campaign, we are now preparing for the next major stage of our work: the Door-to-Door Campaign.

This week, preparations are underway for our first D2D training, bringing together the local coordinators who will help lead 800 canvassers across 35 Arab localities as we gear up for the campaign's next stage.

At the same time, the Atmosphere Campaign continues to grow, new campaign messages and billboards are appearing across the country, and our field presence is becoming more intensive.

With more happening every week, here's the latest from across the campaign.



WHAT'S
NEW!



ATMOSPHERE CAMPAIGN UPDATES



20,000

FLYERS
DISTRUBTED



18,000

CAR FRESHNERS
DISTRUBTED



4,500

PLEDGE CARDS
SIGNED + CONTACTS

To date, the Atmosphere Campaign has included **150 activities**, engaging approximately **160-180 young activists** across Arab localities, as local teams continue expanding their reach, building connections with residents, and turning conversations into commitments to participate on Election Day.



"IT'S RIDING ON YOUR VOTE", Billboard 'Etela' 2026



Looking ahead → Next week, the Atmosphere Campaign will enter an even more intensive phase, with increased field activities and direct public engagement as Election Day approaches.

MEDIA CAMPAIGN UPDATES



Alongside the growing field presence, the Coalition's media and public outreach efforts are expanding, bringing the campaign's message to wider audiences across Arab society.

New campaign messaging, visuals, and billboards are being introduced as part of a broader effort to encourage conversations about political participation and reinforce the importance of voting. These efforts complement the direct engagement taking place in towns and communities, helping the campaign reach residents through multiple channels — both in public spaces and across media platforms.

As Election Day draws closer, the media campaign will continue to intensify alongside field activities, further amplifying the campaign's message across Arab society.



قَرَّبْتِ..

والحكي مش مثل الصوت!

- ✓ **فش أمان ببلادنا وحاراتنا؟**
الحل مش إنه نخاف ونسكت!
- ✓ **العنصرية عم بتزيد؟**
الحل مش إنه نقعد ع جنب!
- ✓ **مستقبل مجتمعا بخطر؟**
الحل إنه نوخذ مسؤولية!
- ✓ **عم بضيقوا علينا الخناق؟**
الحل إنه نزيد قوتنا وتأثيرنا!

في 27.10 القرار بإيدينا.

#مصوتين

إذا صوّتنا بنسبة...

- 40% = عنصرية، هدم بيوت، غلاء معيشة**
استمرار الجريمة
- 60% = قوّة أكبر**
تأثير أكبر
- 80% = مجتمعنا بيقرّر**
مسيرنا

#مصوتين

New campaign messaging connects voter participation to the issues shaping everyday life — from violence and racism to housing, economic pressures, and the future of Arab society — emphasizing the power of higher turnout to strengthen political influence.

For more media →
The Coalition's IG Page



THE NEXT STEP: DOOR-TO-DOOR



Preparations for our Door-to-Door Campaign are moving forward, with the local coordination and training structure now taking shape.



35

ARAB LOCALITIES



38

LOCAL COORDINATORS



800

CANVASSERS

The 38 local coordinators will oversee and support approximately 800 canvassers across 35 Arab localities, building the field network that will carry out the Coalition's intensive door-to-door effort ahead of Election Day.

TRAINING STARTS THIS WEEK →



Preparations are underway for our first D2D training, which will bring together the local coordinators to introduce the campaign's strategy, field methodology, digital tools, and approach to engaging residents. This will be followed by local training sessions for the canvassers who will carry out household visits in their own communities.



POWERING THE FIELD WORK →

A dedicated mobile application will help teams document household visits, identify residents requiring follow-up, and coordinate additional outreach and assistance on Election Day.

160,000

HOUSEHOLDS FUNDED



200,000

HOUSEHOLDS – OUR GOAL

The campaign is currently funded to reach approximately 160,000 households during the final eight days before Election Day. With additional funding, we hope to expand our reach to as many as 200,000 households.



A WORD FROM OUR DIRECTOR

As we approach Election Day, the atmosphere across Palestinian Arab society appears increasingly supportive of political participation. This is what we are seeing and hearing on the ground after several weeks of our Atmosphere Campaign: encouraging responses, growing support for the campaign, and a sense that more people are determined to make their voices heard at the ballot box.

Current polling suggests that Arab voter turnout could reach approximately 60%. Our goal is to push that figure to 65%.

At the same time, recent political developments have introduced new uncertainty. The controversy surrounding Sami Abu Shehadeh's candidacy, including the proceedings before the Supreme Court, has deeply affected public sentiment. For many, this has been perceived not simply as a challenge to one political figure, but as a broader challenge to Arab political representation and the Arab vote itself.

It remains difficult to predict how this will affect turnout. For some, it may deepen frustration and political disillusionment; for others, it may strengthen their determination to participate. What is clear is that the issue has become central to public discourse in these final weeks before the election.

Against this backdrop, we are now preparing for the Door-to-Door Campaign, the most intensive phase of our field effort. Building on what we have learned from previous elections, our teams will focus their outreach where we believe direct engagement can have the greatest impact on participation.

We are entering this final phase with encouraging momentum, but the real test is still ahead. Our task now is to translate the positive atmosphere we are witnessing on the ground into actual participation at the ballot box. Reaching 65% turnout is ambitious, but it is the goal guiding our work in the weeks ahead.



“Current polling suggests that Arab voter turnout could reach approximately 60%. Our goal is to push that figure to 65%.”

Follow Open Dialogue →

An extension of Qadaya's educational and civic engagement work. Open Dialogue creates space for critical thinking, diverse perspectives, and meaningful conversations on the issues shaping our society.

BEYOND THE CAMPAIGN: ELECTIONS AS A LEARNING OPPORTUNITY



On October 3, Qadaya and Betna joined the Shalom Hartman Institute and other partners in organizing a study day in Umm al-Fahm titled “Between the Classroom, the Ballot Box, and the Street,” exploring the role of education in fostering political awareness and civic participation.

The event brought together educators, civil society representatives, youth activists, and researchers for discussions on political expression, youth movements, and civic education in Arab schools. Through panel discussions and interactive workshops, participants explored how the upcoming elections can serve as an opportunity to encourage critical thinking, democratic engagement, and meaningful conversations about political participation.

The initiative reflects our broader commitment to strengthening civic awareness and participation beyond Election Day, particularly among younger generations.