

GOTV NEWSLETTER #1

26TH KNESSET ELECTIONS

SEPTEMBER 15, 2026



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"How much longer?", Billboard Teaser



'**Etelaḥ 2026 (Coalition 2026)** is a broad coalition of movements, initiatives, research centers, and civil society organizations working together to strengthen political participation and voter turnout among Palestinian Arab citizens of Israel.



The Coalition was original first established in 2019 under the management of **The Arab Center for Alternative Planning (ACAP)** and has since coordinated nationwide non-partisan **Get Out the Vote (GOTV)** efforts across successive Knesset election cycles, bringing together dozens of organizations and hundreds of activists across Arab society.



Ahead of the 2026 elections, **Qadaya**, ACAP's civic leadership and organizing initiative, is once again taking a central role in leading and coordinating 'Etelaḥ's nationwide field campaign. Established within ACAP in 2020, Qadaya grew out of the experience and organizing infrastructure developed through the Coalition's earlier GOTV campaigns and has since continued to grow and strengthen civic leadership and participation across Arab society.



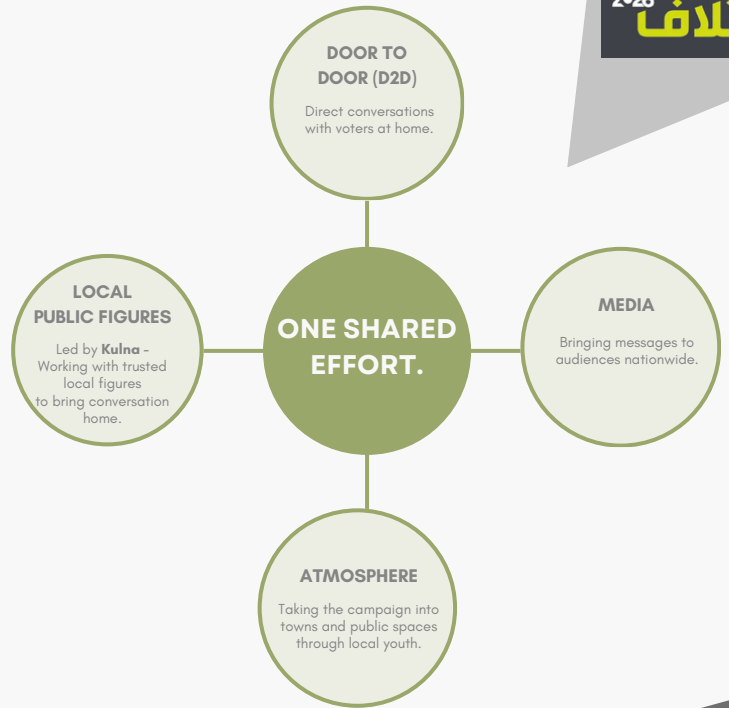
As part of this effort, Qadaya will lead two of the campaign's major field operations: the large-scale **Door-to-Door (D2D) Campaign** and the youth-based **Atmosphere Campaign**. Together, these efforts will combine direct conversations in people's homes with highly visible activities in towns and public spaces across the country.



This year's campaign brings together organizations from across Arab civil society, with partners contributing their experience, networks, and expertise across different components of one coordinated national effort. Alongside the field campaigns, 'Etelaḥ 2026 will also include a **nationwide media campaign** and a **local public figures campaign led by Kulna**, combining broad public messaging with trusted voices from within Arab communities to build momentum around participation in the lead-up to Election Day.

OUR 2026 CAMPAIGN TAKES SHAPE

The Coalition's official website.



WE'RE ALREADY UNDERWAY!

Before the full campaign hits the field, preparations are already moving forward across its different components.

GETTING READY FOR THE FIELD

Coordinators from different youth movements came together for a joint training and study day at Givat Haviva hosted by Qadaya, preparing for the launch of the Atmosphere Campaign and the activities they will lead in communities across the country.

THE FIRST TEASERS ARE OUT!

Our media campaign is already underway, with the first campaign teasers beginning to circulate online and build momentum ahead of the wider campaign launch.

OPEN DIALOGUE "HIWAR MAFTOUH"

We also launched "Hiwar Maftouh", our campaign podcast opening up conversations around the elections, political participation, and the questions people are asking in the lead-up to Election Day.

OUR FIELD CAMPAIGNS

FROM DOORSTEPS TO PUBLIC SPACES

Our Door-to-Door (D2D) Campaign will mobilize local activists to reach voters directly in their homes. Building on our experience from previous election cycles, trained canvassers will speak with residents, listen to their concerns, encourage participation, and document their outreach through our GIS-based field system.

Our Atmosphere Campaign, implemented together by established youth groups will bring the campaign into towns and public spaces across Arab society. Local youth will lead visible activities, set up campaign booths, distribute materials, and speak directly with their communities — creating a growing public conversation and positive atmosphere around participation.

D2D CAMPAIGN



200,000
doors knocked



800
trained local activists



7 DAYS
of intensive D2D outreach



NATIONWIDE
targeted Arab communities
across the country

1

KNOCK

2

LISTEN

3

MOBILIZE



5 WEEKS
of field activities



3 YOUTH MOVEMENTS
Betna • AJEEC • Ajyal



LOCAL YOUTH
leading activities in
their communities



DAILY
activities during
the final week

2

ACTIVITIES/WEEK

4

ACTIVITIES/WEEK

DAILY

DAILY

A WORD FROM DR. SAMER SWAID, DIRECTOR OF THE ARAB CENTER FOR ALTERNATIVE PLANNING & FOUNDER OF EL 'ETELAF, THE FIRST ARAB GOTV COALITION

“Every election cycle reminds us that meaningful participation is built long before Election Day. It is built through organizing, through direct conversations, and through people taking responsibility within their own communities. This campaign brings together the experience we have built over the years with the energy and reach of organizations and activists across Arab society. Our goal is not only to encourage people to vote, but to create the momentum, trust, and sense of collective responsibility that brings people out to participate.”

OUR ATMOSPHERE CAMPAIGN HAS LAUNCHED!

Last week, we officially launched the Atmosphere Campaign at an event hosted at Garage Hasoub, bringing together Betna, AJEEC, and Ajyal youth as the campaign moves from preparation into the field.

Local coordinators from 30 towns, together with the leadership of the three youth movements, came together to kick off the nationwide effort and prepare for the weeks of local activity ahead.



It's getting close..

Talking isn't the same as voting!

There's no safety in our towns and neighborhoods?

The solution is not to be afraid and stay silent!

Racism is increasing?

The solution is not to sit on the sidelines!

The future of our society is in danger?

The solution is to take responsibility!

They're tightening the noose around us?

The solution is to increase our power and influence!

On 27.10, the decision is in our hands!

#We'reVoting