

IKK Day of Action Toolkit

This toolkit is designed to provide organizing and media guidance when planning your action.

Why Indigo?

In 2005, Heather Reisman and Gerry Schwartz (owners of Indigo) founded the HESEG Foundation for Lone Soldiers, which incentivises foreigners to enlist in the Israeli army in exchange for scholarship opportunities post service. Using profits from your purchases at Indigo, Reisman and Schwartz funnel tax free “donations” to the HESEG Foundation. Not only are billionaires using profits to donate to a genocidal army, they are also receiving tax incentives to do so. To date, they have funneled nearly \$200M to their foundation. Our mission is to raise awareness regarding this issue and encourage the public to boycott shopping at Indigo. This action plan aims to ensure a well organized, effective, and safe protest.

Campaign Demands:

We call on a full boycott of Indigo Books until:

- Heather Reisman and Gerald Schwartz remove themselves as Directors of the HESEG Foundation OR until Reisman and Schwartz sell the entirety of their shares in Indigo Books;
- The CRA holds accountable Reisman, Schwartz, and all directors of Canadian charities funding the Israeli military and illegal settlements in the West Bank.

In the meantime, we call on Canadians to shop local.

Action Steps and Strategy

Step 1: Assemble your Team

- **Anchor** (x1-2) : responsible for overseeing and coordinating the action in the selected location
 - Example of an outreach message template that you're encouraged to send out via WhatsApp and Signal PalSol and activism vetted groups:

- "I'm organizing an action supporting the current boycott campaign against Indigo. If you're in the area and would like to join us for an upcoming day of action on , please join this signal group: "
- **Chanter/Speaker** (x2) : Chant list below
- **Police Liaison & De-escalator:** (1-2 depending on group size)
- **Banner Holders/Flag Wavers**
- **Flyering:** flyers to hand out
 - Flyers, stickers, and other resources can be found on the boycottindigobooks.com
- **Media Spokesperson:** someone who can speak to reporters or media at the action on behalf of the campaign and is versed in the talking points
- **Social media filmer/Photographer:** someone who is documenting the action and that can be shared on social media
 - Be sure to tag/collaborate with [@BOYCOTTINDIGOBOOKS](https://www.instagram.com/BOYCOTTINDIGOBOOKS) on Instagram and [@NOTOINDIGO](https://www.x.com/NOTOINDIGO) on X.

Step 2: Choose your Location & Confirm your Action

1. Select a location to adopt
2. Choose an optimal time by checking high-traffic hours for each location on Google Maps.
3. Once your location is confirmed, make sure you are signed up on our website
 - a. Note: Sign up even if you don't have all the details finalized—just provide what you have (e.g., name, city, etc.).

Step 3: Design your action

There are different types of actions and ways to protest. Here are a couple of ideas for the upcoming day of action:

- **Picketing**
 - Remain on the sidewalk in front of the store or other public areas. Engage with passersby to invite them to take action, ask them to sign the petition, and/or hand them a flyer.
- **Die-in/Sit-in/Read in**
 - Peacefully occupy a space for a designated period of time. Participants lie on the ground to symbolize loss of life or sit-in the location. It's most effective with ample space and strong visuals like signs, banners, or red paint to ensure public recognition. Assess your risk levels. Indigo has demonstrated heavy handedness with some of these tactics. The latter could be a potentially arrestable action. Be prepared to de-escalate.

Step 4: Reach Out to the Media

Mainstream media isn't always positive about Palestinian Solidarity actions, however, there is value in reaching out.

Why Get Media Attention?

- Pressure on the media and Indigo
- Protection from Indigo and police as optics become more considered
- Encouraging others to participate in the action
- Raise awareness around the issue

When Not to Get Media Attention?

Most actions benefit from media exposure once deployed. However, direct media engagement may be counter productive. This may be in the case of high risk actions or to prevent the action details from being disclosed to the branch. In these cases, a Press Release can still be issued afterwards.

Review the Media Toolkit with information about how to build a media list, how and when to reach out to media, what the media talking points are should you be interviewed, and a template media advisory and release.

Step 5: Take Action

Before the Day of Action

1. Create a Signal Chat (at least 1 week before the action)
2. Callout in Vetted Chats
3. Assign Roles
4. Scouting
 - a. Get a sense of the area and type of action before the DOA.
 - b. Check their hours and look at the street view on Google Maps to get situated.
5. Identify Risks
 - a. Assess potential risks and develop mitigation plans
6. Create Materials (optional)
 - a. Host an art-build where paint, signs, banners, etc.
 - b. [Print materials from the website](#)
 - c. Note: Ensure your visual material align with the key messaging
7. Send media advisory (optional)
8. Prep your supplies
 - a. Supply Checklist
 - i. Keffiyehs
 - ii. Palestinian flags
 - iii. Banners/Signs

- iv. Flyers (suggestion: 200 for an average sized location, 500+ for a major location/busy areas)
- v. A megaphone, or a plastic funnel, to amplify the chanter's chants and speech

On the Day of Action

1. Gather at Meeting Point:
 - a. Choose a location near the branch but out of view
2. Review the plan, roles, and safety instructions.
3. Discuss de-escalation strategies.
4. Approach the location:
 - a. Walk with flags and signs, chanting or incognito.
5. Engaging with Security (Politely):
 - a. Security cannot block peaceful protests on public property, so don't let them intimidate you and direct any concerns to the police liaison
6. Conduct the Action (ex: Picketing):
 - a. Duration: 1-2 hours, depending on traffic.
 - b. Alternate between speaking and chanting.
 - c. Distribute flyers and engage with passersby.
 - d. Ensure the protest stays on public sidewalks without obstructing pedestrians.

After the Action

1. Debrief - After the action is over, discuss outcomes and feedback for improvement.
2. Ensure Safe Departure:
 - a. Encourage carpooling or for people to leave with a buddy
3. Send your Press Release

Update the template press release with the details of your action, include 3-5 pictures scrubbed of metadata, and send to your local media list

More instructions around media will be provided closer to the day of action

Security Recommendations

Public Events

Our goal is to have as many supporters show up as possible to pressure Indigo's CEO to stop supporting the HESEG Foundation and encourage people to boycott Indigo.

That said, Indigo has shown to take extreme measures with protestors and police may be brought in to intervene. We recommend organizers follow these tips to minimize the risk of violence and arrest:

- Know your rights about protesting in your city.
- Do not talk to the police.
 - Assign a police liaison to handle all communication with the police.
- Ignore agitators
 - Remain neutral and calm if you do engage. They are likely to leave if their efforts to agitate fail.
- Plan legal support
 - Reach out to a local community justice organization. See if they can provide advice or have a support phone line you can share with protesters at the action.

Private Action Planning

Publicizing your action is up to you, but you may wish to plan your action (or some part of it) privately. Even for public events, it is recommended that action details and organizer contact information not be shared with people who haven't been vetted. To keep information out of the hands of the police or other bad actors, we recommend organizing offline or in a fully encrypted messaging app with people you trust. You may need to vet people you don't know.

- Organizing group:
 - These are people organizers have vetted and have organized with before.
- Action attendees:
 - These are people who are invited to attend the action but won't be involved in planning or have access to sensitive information like organizer contact information or planning documents. Release details about date, time and location as close to the action as possible. The threshold for vetting may be lower in this group and so information shared in this group

Tips on how to vet new people wanting to join your action:

- Ask for contacts of other local organizations they may be apart of who would be willing to vouch for them
- If they aren't with any organizations, ask them if they've participated in any actions before and if those organizers could vouch for them
- Ideally, the voucher is known to at least one person in a trusted group of organizers or can also be vouched for by someone known to trusted organizers
- If vouching isn't possible, you don't have to add them into your groups. Take it slow. Building trust takes time, and can't be rushed. Start by inviting the person to come to the event directly to introduce themselves and so you can get to know them.

Resources

- On Police Liaisons: <https://www.punchupcollective.org/faq-the-role-of-police-liaison/>

- On Vouching: <https://theanarchistlibrary.org/library/anonymous-a-friend-of-mine-or-a-friend-of-ours>

Chant List

- Indigo, Indigo your hands are red / 60,000 people dead!
- Shop local wherever you can / Heather has blood on her hands!
- Indigo Indigo shame shame/ killing kids is not a game!
- Hey indigo whatya say? / How many kids have you killed today?
- Indigo indigo can't you see? / Genocide's your legacy!
- Hey civilians hey civilians! / Indigo books kills Palestinians!
- Israel bombs! Indigo pays! / How many kids have you killed today!
- Take your money and walk away / Boycott Indigo everyday!
- Indigo, Indigo your hands are red / 60,000 people dead"
- Shop local wherever you can / Heather has blood on her hands
- Heather Reisman you can't hide / you're supporting genocide!
- Israel bombs, Heather pays!
- Boycott boycott Indigo/ You kill kids & we say NO!
- While you're reading, kids are bleeding
- We won't be silent while Israel slaughters / We'll protect all sons and daughters!
- Indigo funds the soldiers who kill / So shopping here helps blood to spill.
- Don't shop here, don't buy a book / Cause funding genocide is not a good look!
- Take your money and walk away / Boycott Indigo everyday!
- Not another nickel not another dime / No more money for Reisman's crimes
- Indigo Indigo what do you say? / How Many kids did you kill today?
- Not another nickel not another dime / Indigo Funds Israeli war crimes
- Heather heather shame on you / you have blood on your hands too
- 1 2 3 4 / Indigo has got to go
 - 5 6 7 8 / Heather funds a terrorist state (Or Indigo funds a terrorist state)
- Shop local wherever you can / Heather has blood on her hands
- Heather Reisman, listen up / Step down, your time is up
- Hey Indigo, how do you plead / For killing innocent families
- We don't want your buy 1 get 2 / Indigo, there's blood on you
- Indigo, Indigo, shame on you / Those lone soldiers kill kids too
- Heather Resiman take a stand / Stop your funding is our demand
- Heather Reisman you're a coward / You keep funding, we get louder

Media Toolkit

Media guidelines

BEFORE YOUR ACTION

- Media advisory - send one out in advance of your action (if you are going public). A few days before is great. This is an invite to have media attend your action.
- If possible, have someone call your contacts on the day of to invite them to the action.

DURING YOUR ACTION

- If members of the media appear at your Indigo protest, please refer them to your designated Media Liaison and use the talking points below.
- If out of scope, please direct them to email: indigokillskids@proton.me, and the campaign will manage any follow-up.
- Please encourage other participants who attend your local protest to do the same. This will support us in having a consistent and clear message.

AFTER YOUR ACTION

- **Press Release**

Send this out as soon after your action as possible. Include photos and a quote if you can. To build your list, look up any Pro-Pal articles locally and add the contact info of that journalist to your media list. The list doesn't have to be big to be effective.

- **Photo guidelines**

Please capture 2-3 high resolution images in landscape format of your protest location with those involved in the action. Please be considerate of those who may not want their faces shown and only submit photos of people's faces if they are comfortable.

- **Social Media**

Please tag and/or collaborate with [@boycottindigobooks](https://www.instagram.com/boycottindigobooks) on Instagram and [@NotoIndigo](https://twitter.com/NotoIndigo) on X.

- Please use the hashtags: #indigokillskids #boycottindigo #boycottindigobooks #NotoHESEG

TALKING POINTS

Core Messaging

Indigo CEO Reisman, through her HESEG Foundation for Lone Soldiers, helps fund the genocidal violence enacted against Palestinians, and makes her customers unwitting accomplices.

Every purchase from Indigo enriches its CEO Heather Reisman and her husband Gerald Schwartz (who own a majority of shares in the company), who in turn have been using these profits to operate their charity, the HESEG Foundation for Lone Soldiers. HESEG exists to support the Israeli military by financially supporting foreign nationals—referred to as “lone soldiers”—to serve.

Right now, as the people of Gaza experience genocide, we have a moral obligation to name and hold accountable companies that are aiding in the slaughter of Palestinians. Children account for nearly half of presently known deaths.

In October, Indigo successfully shut down the Indigo Kills Kids website. Instead of ending their complicity in genocide, a multi million dollar corporation decided to go to court to sue and suppress a public education campaign sharing the public facts about their connection to the Israeli military.

1. Why boycott Indigo?

Every purchase from Indigo enriches its CEO, Heather Reisman, who uses her profits to operate her charity, the HESEG Foundation for Lone Soldiers. HESEG claims the only support veterans with no family in Israel, but it is well known that militaries use scholarships as an incentive to serve. HESEG specifically targets non-Israelis with those incentives, making it a recruitment tool to attract foreign mercenaries to an army currently committing war crimes in Gaza and the occupied territories.

HESEG violates the Canadian Foreign Enlistment Act as well as Canadian Tax Law. Reisman and Shwartz have funnelled nearly \$200 million of tax-subsidized dollars into HESEG over the last twenty years, in violation of the Canadian Revenue Agency’s rule against charities funding a foreign military. Reisman and Shwartz receive tax breaks for a “charity” that uses Canadian tax-payers to subsidize genocidal violence.

2. What will a boycott accomplish?

Boycotts have been instrumental features of collective actions in support of human rights. We see Scotiabank nearly fully divest from Elbit Systems, McDonalds and Starbucks shutter locations around the globe.

Boycotts are not personal attacks but a way to express a political grievance. The goals of this particular boycott campaign are to draw national attention to the

HESEG Foundation and underline the moral imperative for Heather Reisman and Gerald Schwartz to remove themselves as Directors or sell their shares in Indigo Books & Music Inc, and to maintain pressure on the CRA to revoke HESEG's charitable status. Similar pressure campaigns have been successful in ending the charitable status of comparable foundations like the Jewish National Fund (JFN).

3. Is boycotting Indigo antisemitic?

Indigo is not being targeted because Heather Reisman is Jewish, but because she uses her profits from the company to recruit for the IOF. It's impossible to combat all forms of injustice at once and activists necessarily have to be selective in their boycotts. Yet still, at this juncture, it's easy to justify a focus on contributions to the IOF due to the unprecedented scale of death and destruction in Gaza.

Boycotts of Indigo have been ongoing since 2006, and were first launched by Jewish Women Against the Occupation and continue to be endorsed today by Independent Jewish Voices and Jews Say No To Genocide. Claims of antisemitism in this instance prioritize the discomfort of a wealthy Canadian over the danger her foundation poses to millions of Palestinian civilians.

4. What does a boycotting campaign involve?

This is a non-violent campaign of awareness with the aim of educating the public about the real cost of an Indigo purchase. The presence of protests at Indigo locations is not intended to intimidate shoppers but to promote ethical alternatives and highlight the consumer's power to force companies to abandon harmful activities and stop the killing in Palestine.

5. Who is Behind this Campaign? Why Now?

The campaign is home to activists, community leaders, taxpayers, book lovers, members of the literary community, and people of conscience with diverse identities. The Canadian Palestinian Solidarity movement has been calling for a boycott of Indigo for years and it is more vital than ever to confront corporate commercial ties to genocide.