



#MOBILIZE4GAZA COMMUNITY ACTION TOOLKIT

**A GUIDE FOR MOBILIZING YOUR
COMMUNITY FOR GAZA**



CANADIAN MUSLIM
PUBLIC AFFAIRS
COUNCIL

ABOUT #MOBILIZE4GAZA

WHY THIS TOOLKIT?

Many communities in Canada want to support Palestinian liberation but feel overwhelmed or unsure where to start.

This toolkit offers clear, practical ways to take action; whether you're new to organizing or already active in advocacy.



WHAT'S INSIDE

Resources to learn about Palestine, advocacy campaigns & solidarity actions.

Creative, grassroots actions you can take in your community to help shift public opinion on the situation in Gaza.

Note: This is not only a guide, it is a starting point to help you mobilize friends, neighbours, and networks.

GEOPOLITICAL CONTEXT & MOST RECENT UPDATES

As of August 2025, Gaza faces unprecedented devastation:

- **Over 61,000 killed** (including 18,600 children and 9,800 women); 150,000+ injured
- Famine declared: at least 188 people, half of them children, have died from starvation, and **1859 have been killed while seeking aid**
- **Health collapse:** Fewer than half of the hospitals and clinics are partially functional
- Ongoing bombardment: 640 Palestinians killed in one week (July 20-23)
- **Media under attack:** On August 10, 2025, Israeli forces killed journalist Anas al-Sharif and four colleagues
- Israeli leadership has openly announced plans for **full military occupation of Gaza.**

WHERE TO FIND RELIABLE UPDATES

Amnesty International
<https://www.amnesty.org/en/>

Live news coverage
<https://www.aljazeera.com/>

United Nations News Center
<https://news.un.org/en/>

Tech for Palestine
<https://updates.techforpalestine.org>

Special Rapporteur on Palestinian Territories
<https://www.ohchr.org/en/special-procedures/sr-palestine>

UN Humanitarian Situation Reports
<https://www.ochaopt.org/publications/humanitarian-situation-update>

#MOBILIZE4GAZA CAMPAIGNS POLITICAL EDUCATION & NARRATIVE BUILDING



Goal: To Build broad public understanding of Palestine and Canadian complicity.

Campaign #1

Hosting Community Film Screenings

1

Secure A Venue

This can be your local mosque, community centre, library etc.

2

Show A Documentary On Gaza

[Gaza Fights for Freedom.](#) [Al Jazeera Documentary 1](#)
[Five Broken Cameras](#)

3

Sort Out Key Logistics

Such as AV equipment, childcare, and language interpretation.

4

Promote Widely

Share your progress, pictures and videos on social media. Tag us at @cmpaconline and use the #mobilize4gaza.

Join the Whatsapp Mobilize for Gaza Community here:
<https://chat.whatsapp.com/CkU0EYBYHyZ5BwuuM49YCc>

CAMPAIGN #2

START A BOOK CLUB

1

Decide on a weekly or bi-weekly date and time for a meeting.

This can be virtual or in person.

2

Invite your friends, colleagues, & community members.

Create a whatsapp chat or email list to keep everyone updated on the date and time.

3

Pick a book

The Question of Palestine, Edward Said

Perfect Victims, Mohammed El-Kurd

If I Must Die, Refaat Alareer

The Hundred Years' War on Palestine, Rashid Khalidi

4

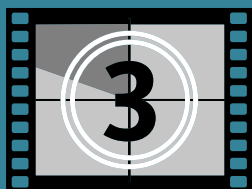
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Additional Ideas

#Mobilize4Gaza - Political Education & Narrative Building

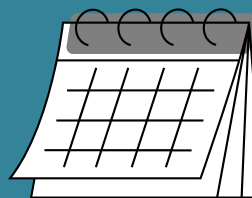


01. Community Teach-Ins & Film Screenings:

Host events on topics including Palestinian history, the Nakba, Israeli Apartheid, Palestinian culture and resistance. Secure screening rights if showing films.

02. Awareness Days/Weeks:

Organize events in schools, campuses or workplaces (e.g. panels, teach-ins, booths, lunch & learns, or fundraisers) to raise visibility and shift public discourse.



03. Media Engagement:

Write researched, persuasive opinion pieces for local newspapers and platforms.

04. Social Media Education:

Create bite-sized content, use hashtags strategically, and run a “Myth vs. Fact” campaign to counter misinformation.



#MOBILIZE4GAZA CAMPAIGNS DIRECT ACTION & ADVOCACY



Goal: Apply visible pressure on government and institutions complicit in genocide.

Campaign #3

Flyering & Street Outreach

Flyering and postering are simple, accessible tools to raise awareness and engage the public. They are most effective when consistent and well-coordinated.

1

GATHER MATERIALS

Download posters from the following website <https://armsembargonow.ca/actnow/#POSTER> or create your own. Print at a local library or print shop and bring tape, glue, or staple guns.

2

FORM A CREW

Go out in pairs or groups for safety, visibility, and efficiency. You will cover more ground and support each other if approached.

3

DISTRIBUTE AT A CHOSEN LOCATION

Focus on high-traffic public spaces such as community boards, poles, and bus stops. Avoid posting on private property unless you have explicit permission.

4

PROMOTE YOUR WORK

Share on Social media. Tag us @cmpaconline and use #Mobilize4Gaza.

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Downloadable Posters For Palestine

Below you will find some free resources you can use to download and print posters

1

Justseeds - Pro-Palestine Posters

https://justseeds.org/graphic/pro-palestine-posters/?utm_

Against Apartheid - Art Toolkit

https://againstapartheid.art/toolkits?utm_

2

3

Indigenous Action - AntiColonial Solidarity Posters

https://www.indigenousaction.org/anti-colonial-solidarity-with-palestine-posters-while-we-mourn-we-also-fight/?utm_

Oxfam - Gaza/Palestine Campaign Posters

https://www.oxfam.org.uk/get-involved/campaign-with-oxfam/gaza-palestine-downloadable-campaign-posters/?utm_

4

Additional Ideas

#Mobilize4Gaza – Direct Action & Advocacy

1

BANNER DROP AND PUBLIC VISUALS

Display a large banner in a public space (e.g. over a bridge) with clear and impactful messaging such as “Stop Arming Israel” or “End the Siege on Gaza.”

2

LAUNCH A BDS CAMPAIGN

Encourage your school, workplace or union to boycott and divest from companies profiting from Israeli Apartheid.

3

ORGANIZE A SIT-IN OR DIE-IN

Occupy a symbolic public space or the office of an MP/complicity company to demand an end to support for genocide.

4

FLYERING AND STREET OUTREACH

Share flyers in busy community areas (transit hubs, shopping districts, parks) with facts, BDS targets, and upcoming events.

5

NATIONAL DAY OF ACTION

When there are coordinated national mobilizations, connect with local groups to organize an action in your city.

Disclaimer: Always ensure actions remain peaceful and lawful. CMPAC does not take responsibility for how these resources are used but encourages organizers to respect community safety and local laws, by-laws and regulations.

#MOBILIZE4GAZA CAMPAIGNS

CREATIVE MEDIA, ART & STORYTELLING



Goal: To use creative media and storytelling as a tools to shift public discourse, humanize Palestinian lives and counter misinformation.

Campaign #4

Mapping Gaza over a Canadian City

1

Go to MapFight's Gaza page

<https://mapfight.xyz/map/gaza/>

2

Select a Canadian City to map to Gaza

Visualizing Gaza against other cities gives perspective to the crisis

3

Download The Map and Share

Download the map and share it on your social media with the following caption "Imagine your entire city under siege. This is the reality in Gaza. Silence is a choice #endthegazagenocide #mobilizeforgaza"

4

Promote Your Work

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CAMPAIGN #5: STREET & SIDEWALK ART

1
2
3
4

GATHER YOUR SUPPLIES (CHALK AND OTHER ARTWORK)

CHOOSE A HIGH TRAFFIC AND IMPACT LOCATION

GO TO HIGH IMPACT PUBLIC SIDEWALK AND CHALK THE FOLLOWING MESSAGES

1. "Arms Embargo Now"
2. "Stop Starving Gaza"
3. "Free Palestine"
4. "End Canada's Complicity"

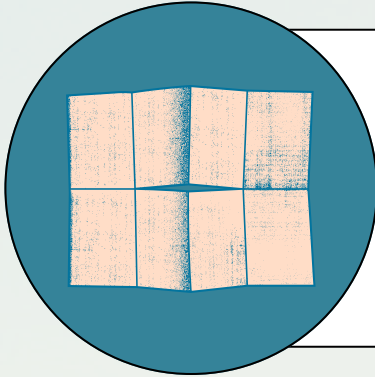
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Ideas, Resources, & Tips

#Mobilize4Gaza – Creative Media, Art & Storytelling

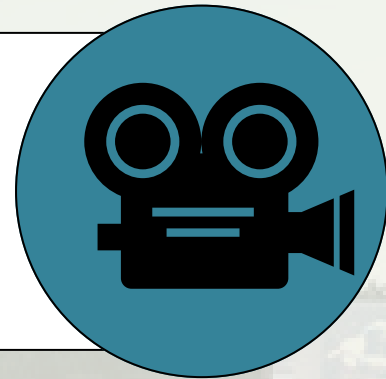


Zines or Illustrations

Create small **publications or posters** with accessible stories and facts about Palestine (ex: <https://justseeds.org/project/pound-the-pavement/>)

Short Videos & Infographics

Produce simple **videos or slides** for social media that explain key facts or events.



Additional Resources

- **Nakba Archive** - <https://www.nakba-archive.org/#>
- **Against Apartheid Art Toolkit:** <https://againstapartheid.art/toolkits>
- **Power and Policy Podcast:** <https://www.youtube.com/@CMPAConline>

Tips for Impactful Storytelling

- Use images of Palestinians with **dignity and care**
- **Check local by-laws** before public displays
- Start small but stay **consistent**
- Know your neighbourhood and choose actions suited to your context
- **Build collectively** - invite friends, neighbours, and local groups

ADDITIONAL PALESTINE ADVOCACY RESOURCES

Advocacy Links

- BDS Call - https://bdscoalition.ca/bds-call/?utm_
- Canadian BDS Coalition - https://bdscoalition.ca/?utm_

Organizations to Connect with

- [Arms Embargo Now](#)
- [Arab Canadian Lawyers Association ACLA](#)
- [Canadian Muslim Lawyers Association CMLA](#)
- [Canadians for Justice and Peace in the Middle East](#)
- [Independent Jewish Voices](#)
- [Labour 4 Palestine](#)
- [Mamas 4 Palestine](#)

- [Muslim Association of Canada](#)
- [Muslim Legal Support Center MLSC](#)
- [National Council of Canadian Muslims](#)
- [Palestine House Toronto](#)
- [Palestinian Youth Movement](#)
- [The Legal Centre for Palestine](#)
- [World Beyond War](#)

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ADDITIONAL PALESTINE LEARNING RESOURCES

Book Suggestions

- **The Question of Palestine**, Edward W. Said
- **Perfect Victims**, Mohammed El-Kurd
- **If I Must Die**, Refaat Alareer
- **Mornings in Jenin**, Susan Abulhawa
- **The Hundred Years' War on Palestine**
- **Selected Political Writings**, Ghassan Kanafani
- **Fateful Triangle**, Noam Chomsky
- **I Saw Ramallah**, Mourid Barghouti
- **In Search of Fatima**, Ghada Karmia
- **Out of Place**, Edward Said
- **My Father Was a Freedom Fighter**, Ramzy Baroud

Videos & Documentaries

History Overview & Documentaries

- [UN: The Question of Palestine:](#)
- [Al Jazeera Documentary 1](#)
- [Al Jazeera Documentary 2](#)
- [Al Jazeera Documentary 3](#)
- [Gaza Fights for Freedom](#)
- [Five Broken Cameras](#)

Some films, documentaries, and other media may require permission or a screening license for public events. CMPAC provides links and references for educational and advocacy purposes only and does not claim ownership of or rights to these materials. Users are responsible for ensuring they have the appropriate permissions before hosting screenings, distributing content, or reproducing any materials. CMPAC is not liable for any copyright infringement or legal issues arising from the use of third-party content.

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ABOUT CMPAC

The Canadian Muslim Public Affairs Council (CMPAC) fights structural Islamophobia by **mobilizing communities, engaging policymakers, and influencing public policy**. Our research-backed, community-driven work equips members to **advocate for structural change**. For more information about CMPAC, visit www.canadianmuslimpac.ca or on social media @cmpaconline .

If you are interested in engaging in political advocacy, join CMPAC's Advocacy Team:

<https://forms.gle/jWL3Ep3kbtbpSGBb8>



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