

BUILDING NARRATIVE IMPACT

2023-2025 VP
Strategic Plan

VISUALIZING **PALESTINE**

Making narrative waves to turn the tide of oppression toward justice

1

VP's Journey

VISUALIZING **PALESTINE**

1 VP's Journey



- Published around 200 original, Creative Commons [info-graphics](#) and 4 educational platforms ([Visualizing Palestine 101](#), [Palestinian Journeys](#), [Growth of a Movement Timeline](#), and [Palestine Open Maps](#)) that reflected and contributed to significant narrative shifts over the years

VISUALIZING **PALESTINE**

VP's Journey

- Championed infographics and data storytelling as tools for impactful **social justice communication**
- Earned **international awards** for information design and digital media
- **Supported the impactful work of key groups such as the BDS movement** and other human rights organizations through multiple collaborations



VISUALIZING**PALESTINE**



- Became a **trusted and credible source of information** about root causes of injustice in Palestine, supporting activities of thousands of activists, students, and academics each year across more than 50 countries
- **Served student groups at more than 106 universities** communicating about Palestine on campus

1

VP's Journey

- Opened up access to historic maps of depopulated Palestinian villages through **Palestine Open Maps**, which is cited on Wikipedia
- Organically built an audience of over **100,000 followers** across social media platforms
- Built a Membership Program and reached over **600 members** sustaining our work through recurring contributions



VISUALIZING **PALESTINE**

2

Framework for Impact

2.1 Our Vision & Mission

2.2 Theory of Change

2.3 VP's Values and Accountability

2.4 Target Audiences

VISUALIZING PALESTINE ENVISIONS

**A liberated future for Palestinians in
a world free from oppression**

2.1

Our Mission

VISUALIZING PALESTINE'S MISSION

VP uses data and research to visually communicate Palestinian experiences to provoke narrative change

Our Theory of Change

VP's **theory of change** articulates the conditions that must be in place in order for its vision to become possible.

Visualizing Palestine's theory of change is centered on **shifting narratives**. We believe that dominant narratives serve to obscure, justify, and perpetuate oppressive power structures in society.

Our Theory of Change

To shift our reality, we must pay attention to the role dominant narratives play in sustaining a harmful status quo, and preventing collective imagination of a just and liberated future for all.

Visualizing Palestine is dedicated to **creating narrative interventions** that shift these power dynamics, making Palestinian narratives more visible, widely accessible, and powerful as part of wider anti-colonial and anti-racist narratives.

Our Theory of Change

We have adopted what we call a **“narrative wave approach,”** through which we work to build momentum to move specific narrative goals using a range of tactics, interventions and partnerships. We will periodically assess, adapt, and reframe our narrative goals as our work progresses.

Our Theory of Change

Our goals will speak to **conditions** we believe must be in place in order to realize our vision for a liberated future for Palestinians in a world free of oppression, including:

- Increasing understanding and rejection of settler colonialism
- Increasing understanding of Zionism, the political ideology of the state of Israel, as a settler colonial ideology that harms and oppresses Palestinians
- Ensuring that Palestinians are believed when they speak to their reality and experiences of Israeli settler colonialism and apartheid
- Increasing understanding of the inseparability of Palestinian liberation from other liberation movements
- Envisioning alternatives to oppression

2.2

We've identified five narrative goals that will focus our efforts

1

Palestinian voices and experiences are centered

2

Palestinian resistance is seen as a legitimate response to colonial oppression

3

Harmful narratives about Palestine are rejected

4

Palestine is accepted as an intersectional liberation issue

5

A future beyond oppression and settler colonialism is imagined

At every step, our values, principles and accountability will guide our journey

Values and Principles

- Liberation will be achieved collectively, by working in solidarity within and across movements globally and developing trusting relationships that enable deep collaboration.
- Liberation requires both the dismantling of dominant, oppressive narratives and the building of new, inclusive stories that center justice in the solutions we pursue and the way we pursue them.
- Today's social justice efforts build on the gains and learning of past movements and will continue to evolve in strength and impact beyond our generation.
- This is emotionally draining work. Respect for our capacity and mutually-supportive relationships are essential to principled, ethical and sustainable practice.
- Our need for funding should not compromise our principles or values.
- Experimentation, flexibility, and responsiveness to changing political, social, economic and technological conditions is important to maintaining our impact.

2.3 Our Accountability

In conversation with Palestinians most directly experiencing colonization, apartheid, occupation and exile, **we aim to be accountable to members, partner organizations, and the Palestinian liberation movement.** We recognize that we are privileged to be able to do this work since most of us are not on the frontlines of the struggle. We recognize the complexity of movements and the inadequacy of nonprofit structures. With this in mind, we commit to staying open to constructive critique, working with sincerity and humility.

2.4

VP is prioritizing its target audiences

This is where we will focus on *shifting the narrative*



This is who we are *accountable to*

We will prioritize collaborating with partners who also **target the dominant narrative in countries that play an imperialist role in the oppression of Palestinians** and commit to communicating with, and **remaining accountable to the Palestinian liberation movement**. This will enable us to maximize impact on the hegemonic narrative.

3 **Strategic Priorities**

- 3.1 **Priority One: Narrative Shifts**
- 3.2 **Priority Two: Collaborations & Partnerships**
- 3.3 **Priority Three: Institutional Sustainability**
- 3.4 **Priority Four: Outreach**

NARRATIVE SHIFTS

Continue to contribute to the creation of narrative shifts that center the experiences of Palestinians in the struggle for liberation and justice

3.2 Priority Two

COLLABORATIONS AND PARTNERSHIPS

Improve collaboration with strategic partners and expand relationships with cross movement partners

INSTITUTIONAL SUSTAINABILITY

Strengthen VP as an independent institution through activating an accountable governance, ensuring the well-being of team members, and investing in engaging and expanding VP's 600+ strong membership community

3.4

Priority Four

OUTREACH

Expand and strengthen our online and offline presence and engagement, including rebuilding VP's website