On July 25, 2017, IAJF co-sponsored a program for college-age and college-bound students entitled “Supporting Israel on Campus and Beyond.” IAJF joined with Jerusalem U, Sephardic Heritage Alliance, Inc., StandWithUs, and United Mashadi Jewish Community of America to prepare students to combat the Boycott, Divestment, and Sanctions (BDS) campaign against Israel. Students, parents, and community members obtained valuable information about different ways that anti-Semitic and pro-BDS activity is manifested on campus and learned impactful and practical ways to respond. During the interactive session those in attendance were empowered to utilize newly gained tools and strategies to reframe the conversation and engage in positive and productive dialogue regarding Israel.