



# #StopFuelingGenocide

Boycott Chevron, Texaco and Caltex Gas Stations

**Chevron is profiting off of the U.S. and Israel's ethnic cleansing of the Palestinian people.** Chevron has been the **largest natural gas supplier** to Israel in the Eastern Mediterranean since it acquired Noble Energy in 2020 and helps to enforce Israel's **illegal siege of Gaza** that prevents Palestinians from accessing the sea via Israel's illegal transfer of extracted fossil gas to Egypt through a pipeline circumventing Gaza. These activities bring Israel **billions of dollars** in revenues, helping to strengthen its war chest and its regime of **apartheid, settler colonialism** and **military occupation**.



On January 30th, [the BDS National Committee, called for an escalating campaign against fossil fuel giant Chevron by engaging in consumer boycotts of Chevron, Texaco, and Caltex gas/petrol stations](#). As socialists in the heart of empire, it is our responsibility to heed the calls of Palestinian Civil Society to escalate our work to end the US and Israel's genocide of the Palestinian people and align ourselves with the victims of US imperialism. Since October, **DSA has played a major role in the solidarity movement** from Labor for Palestine work, to ceasefire resolutions, to local Palestine coalitions, to No Money for Massacres phone banks.

However, as the political moment shifts beyond the primary season and the nominating conventions, we must move to **new interventions**. DSA can play a very strategic role in forcing Chevron to divest from its complicity in the genocide. It has only held these assets for a few years and they represent a fraction of Chevron's revenue. **We can win this demand** and to do so, we need **all chapters** and bodies across DSA participating and active in the campaign.

This toolkit offers a starting place for chapters to start thinking about getting involved in the campaign. It is, after a brief introduction on Chevron's connections and the campaign, a list of potential tactical interventions, opportunities to plug in to broader coordination and support structures, and resources to take action. But, **we are here to support you**. This toolkit is not the be all end all of the campaign or actions your chapter can take but is just a starting place! There is an extensive set of contacts to reach out to at the end of this!



The International Committee is ready to directly support you as organizers in planning actions and campaign timelines to target Chevron and build pressure in concert with other chapters and National DSA. **PLEASE FILL OUT [THIS FORM](#) TO REQUEST CHAPTER SUPPORT.**

This toolkit is also a work in progress, we will continue to add resources and fill out different parts of the toolkit. If you have something you want to add, feel free to email us at [sc.international@dsacommittees.org](mailto:sc.international@dsacommittees.org)!





# Table of Contents

<b>How we're targeting Chevron:</b>	<b>4</b>
Consumer Boycott	4
Sponsorships and Chevron Connections	4
<b>Incorporating Chevron into your Chapter</b>	<b>5</b>
Chapter Resolutions and Prioritization	5
Chapter Political Education	6
Hosting a Chapter Strategy Session	6
Identifying the What	6
Identifying the How	7
<b>Key Chapter Tactics</b>	<b>8</b>
Talking to chapter Gas Station owners	8
Postering	8
Tabling, Flyering, and other 'Street Canvassing' Tactics	8
Planning	8
Preparing	9
Materials	10
Day-of!	10
Op-Eds	11
Parameters:	11
Things to consider:	12
Topic and Theme:	12
Research (this information will also help you figure out your audience, depending on what you learn):	12
Openings:	13
Endings:	13
Submitting Op-Eds	14
Published op-eds	14
Further resources:	15
Direct Action	15
<b>Next steps</b>	<b>15</b>



# How we're targeting Chevron:

Campaigning for **Chevron to Divest** from Israeli apartheid and colonization requires **targeting multiple parts of Chevron's activities and operations**. Our task is to hurt Chevron's publicity and profits enough to force them to sell their assets in Palestine. As such, our campaign will include chapter level consumer boycotts of Chevron gas stations, targeting Chevron's sponsorships and partnerships, including with universities, building pressure with elected officials opposed to Chevron's investments and targeting elected officials who take Chevron's money, and divesting from pension and government funds at the city and state level

This toolkit is mostly targeted to chapters where Chevron gas stations (or gas stations owned by Chevron like Texaco and Caltex) operate. **This includes chapters in:** Alaska, Alabama, Arizona, California, Florida, Georgia, Idaho, Louisiana, Mississippi, Nevada, New Mexico, Oregon, Texas, Utah, and Washington.

However, many of the tactics and resources in this guide can be used to target offices, sponsorships, and pension funds which expands the amount of chapters who can participate to virtually every DSA chapter!

## Consumer Boycott

The primary task of chapters in this area is to build a **Consumer Boycott** of Chevron. We will build this boycott through this [coalition email writing pledge form](#). With the BDS National Committee, Oil and Gas Action Network (OGAN), American Friends Service Committee (AFSC), Climate Alliance for Palestine, and Oil Change International. We have a special DSA link for this boycott pledge: [dsaic.org/boycottchevron](https://dsaic.org/boycottchevron). Use this link so that we can track who signs up and then bring them into the larger campaign and your chapter!

## Sponsorships and Chevron Connections

Where it's relevant we encourage DSA Chapters to run campaigns targeting Chevron's sponsorships and partnerships! For example, Houston DSA is currently targeting Chevron's sponsorship of the Houston marathon. Check out [this map](#) from our friends at AFSC to see what Chevron's influence might have in your area.

Building the campaign may take a variety of tactics and escalations depending on your local context and chapter. This toolkit covers actions focused on building support in chapters through sample resolutions and political education slide decks, guides on things like tabling and local op-eds to build publicity for the campaign, and other resources to help with things like direct action at Chevron refineries.



# Incorporating Chevron into your Chapter

A campaign is only as strong as the support and enthusiasm we build for it! How you go about building enthusiasm in your chapter will depend on your chapter's previous Palestine work and chapter structures. Some chapters rely more on formal mechanisms for deciding campaigns while others are informal. Some chapters house Palestine work in a Palestine Working or Internationalism Committee while others don't have a formal body outside of chapter membership. **Remember, [a coach](#) can help work with you and your specific chapter and its structures to build a strong uniting campaign.**

## Chapter Resolutions and Prioritization

Passing chapter resolutions in general meetings can be important in securing buy-in and approval from your chapter. These resolutions shouldn't just proclaim your chapter's support for the StopFuelingGenocide campaign but should come with real tangible next steps and plans to organize in the community and public around our demands!

In general, chapter resolutions should:

- Be developed in collaboration with other chapter members!
  - Our strategies are going to be most effective when we create them together. You can start writing a priority campaign resolution among a group of activists in your chapter who have been doing Palestine work or within an internationalism/Palestine solidarity committee
- Include a general idea of resources your campaign needs to be successful
  - What resources does the campaign need both in terms of costs like printing materials and purchasing materials and chapter resources like time at chapter meetings and email and phone banking lists.
- Have a plan to keep the campaign moving
  - Who is going to run the campaign? If a working group or committee needs to be formed, explain that. If one or two people are leading and stewarding the campaign along, name them!
- Consider the local terrain
  - Who are allies or potential coalition partners in this campaign? Who are the opponents?
- Commit the chapter to prioritizing the campaign
  - Our power is in collective action! Include language that commits your chapter to prioritize this strategic BDS Campaign



## Chapter Political Education

Chapter Political education on Chevron's activities in Palestine in the context of the BDS Movement, Israel's century long project of ethnic cleansing, and the role of energy and the environment in occupation and colonization of Palestine can be important in both informing your activities and gathering buy-in for the campaign!

Political education can happen anywhere. You could host separate events for your chapter or merge into already existing meetings. We encourage you to use time at chapter meetings or chapter-wide socials to discuss the campaign and its context. By using time at an already planned chapter event, you can hopefully engage members who are already active in the chapter and new folks all together!

For any event you host, make sure to follow best practices, including giving yourself a few weeks to complete outreach, phonebank text bank and email your whole chapters email list, and go through a practice run of the section to make sure you're confident and prepared.

Here is a (still in progress) [slide deck](#) with graphics and speakers notes so you can prepare to give a presentation to your chapter. We have it currently timed out for about 30 minutes including some discussion time, but you can make a copy of the presentation and edit the slides to cut them down or expand on any points to fit the times available to you.

## Hosting a Chapter Strategy Session

Dedicating some meeting time to bringing in members of your chapter who are motivated to organize around Chevron or BDS targets more broadly is a straightforward way to channel energy and momentum into action and deepen interest in the goals of the campaign.

Calling a strategy session open to chapter members that has a social element, particularly if gathering in-person, but also if meeting virtually, can also help to organize the thoughts people have into a set of perspectives and tasks that can form the foundation of a successful effort in your chapter.

## Identifying the What

Figuring out how your chapter can most productively get involved is the most obvious first step to getting a chapter campaign off the ground. Is your chapter close to a Chevron target? Is there a university campus in your chapter with a YDSA presence? Does that university have an academic program affiliated with Chevron or its subsidiaries? If not, is there another way your chapter might be able to meaningfully support the campaign, such as teaming up with a nearby chapter that does have on the ground targets?



Power-mapping and conducting a thorough analysis of the conditions on the ground is a helpful method to deduce *what* your chapter can focus its energy on, for example.

## **Identifying the How**

Next, coming to a consensus on what your next steps as a chapter are is critical. Whether it's tabling, flyering, a direct action, or something else, actionable items for the group to work on will help sustain the energy you've built for the Chevron campaign.

Delegating members to various areas of work and setting up recurring meeting times or other methods of inter-member communication as the campaign begins will also help ensure that you hit the goals you set for yourselves.

Through these discussions you should talk about setting up launch actions and your escalations.



# Key Chapter Tactics

These are some of the important tactics that your chapter can use for the campaign.

## Talking to Gas Station owners

There are 8,300 Chevron- and Texaco-branded stations in the U.S. Only 365 of these are owned and operated directly by Chevron (all of these 365 are located in Oregon, Washington, and California, and activists in these areas will need to do their own research into which locations are Chevron-owned and operated). The rest are franchises: independently owned and operated by an individual or business/cooperation, but branded to exclusively carry Chevron's products. Check out this guide from the BDS National Committee on how to engage with your local gas station owner! [Gas station owners toolkit - Chevron](#)

## Postering

Putting up posters that detail the campaign's aims, demands, and means for members of the public to get involved is an easy entrypoint for members of your chapter into the campaign, and can serve as a means of bringing in more people into your chapter's effort. This could look like engaging with local businesses that may be willing to display your literature or simply identifying places of major foot traffic in your area where postering might be ideal. Make sure to notify chapter members about your postering event and use it as a time to split into teams and build connections and solidarity among chapter members.

## Tabling, Flyering, and other 'Street Canvassing' Tactics

Tabling, flyering, and other interventions where the conversations are not planned out beforehand (like a universe of likely voters or potential union-card signers) is about spreading awareness and building support for DSA or one of our campaigns, like our BDS campaign focused on Chevron! Here is a guide on how to table with your chapter about Palestine and Chevron. We'll walk through how to plan and make tabling, and other tactics engaging 'the broader public', successful.

## Planning

First you have to figure out where and when you're tabling. You could either table at an event, like a concert or parade, or just in public, perhaps in front or nearby a Chevron Gas Station. Try to set a date and time a few weeks in advance to prepare all materials and recruit tablers.

Things to consider for choosing a location and time:

- **If you're tabling at an event:**





- You may want to check with the event organizers. Just showing up with all of your stuff and expecting you'll figure it out when you get there can annoy the event organizers. Sometimes these are relationships you'll want to maintain!
- Who is the audience at this event? Do they know what DSA is and are they already likely to be active in Palestine work? We can work to cater our materials to match the audience. If it's a family event maybe bring stickers for the children.
- **If you're tabling in public:**
  - Check out what is allowed in your city/town. Generally, tabling is not the way to escalate. In general don't block the sidewalk or the entrances to any buildings.
  - Make sure you have space for whatever banners or other things you want to hold.

## Preparing

Once you have a location and time/date set, you'll want to start recruiting folks to sit at the table. Ideally, we want 2 members at the table at all times at the very least or else it can get quite lonely. Depending on the length of the tabling, you may want to make a spreadsheet with columns for people to mark their availability to table. These resources below can help as templates to use to notify your chapter membership lists and recruit members for tabling:

- Sample Email:  
"Hello Comrades/Chapter Name

This is (YOUR NAME) of (CHAPTER NAME). We are preparing a tabling event for the DSA #StopFuelingGenocide campaign targeting Chevron and its associates. [Chevron is the largest natural gas supplier to Israel](#) and helps to enforce Israel's illegal siege of Gaza. We are currently recruiting tabling volunteers for the event and reaching out to you to get involved! This is a great opportunity for both seasoned comrades, as well as those new to organizing. Will you give your time to representing us in the fight to end funding for Israeli Apartheid?

We will be holding the tabling on (DATE) at (LOCATION/EVENT) from (START TIME-END TIME). If you can attend, please reach out to us through our chapter email with your available times, as well as any materials you wish to bring. We hope to see you there, comrades!

Solidarity!

-(YOUR NAME/CHAPTER NAME)"



- Sample text:  
“Hey (NAME)! This is (YOUR NAME) from (CHAPTER NAME). We are recruiting tabling volunteers for our event on (DATE). We will be distributing materials for the national #StopFuelingGenocide campaign targeting Chevron. Would you be available to give your time that day to help us in our fight to end Israeli Apartheid?”
- Sample spreadsheet for sign-ups:

You may want to create a whatsapp or signal chat with everyone tabling to stay in touch and send reminders or any asks.

## Materials

We will also have to prepare materials. The first thing to figure out is whether you need a table. Many chapters have a folding table in stock that can be used for tabling. If not, maybe consider asking your steering committee to purchase a table and/or ask chapter members if they have a table they're willing to lend. You should be able to find a folding table at your nearest hardware store.

Most importantly you'll want printed materials. We're working on designing literature but you can use this

Other items worth attempting to source include buttons, stickers, and banners. Having an art build where you can turn an old sheet into a banner or tablecloth can be a fun community building event for your chapter.

Other things you'll want to make sure you're prepared:

- Tape (red painters tape is an ideal)
- If you have a banner, strings might be useful to help tie them up. Scissors also to help cut the tape.
- Things fly in the wind, so bring some rocks or weights to hold papers down.

## Day-of!

Prepare and practice your spiel. How will you start a conversation with a passerby? What's your 30-second response to “What's this?” If anyone tabling is feeling nervous, try practicing a few times.

Here are some helpful Dos and Don'ts:

Do:

- Smile
- Be concise



- Pay attention to how people react
- Listen to what people want to know
- Invite interested people to public DSA events, classes, and WG or general meetings
- Bring friends
- Bring water
- Have fun!

Don't:

- Argue
- Lecture
- Get provoked
- Invite non-members to events that are really only for members (e.g., steering committee meetings)
- Ignore people passing by to talk to whoever's helping out at the table with you
- "Tough it out" - take a break if you need it. Fainting or having a panic attack isn't good outreach.

## Op-Eds

Why op-eds? They allow a strong, informed, and focused opinion to be shared on an issue of relevance (Chevron's complicity in the Gaza Genocide) to a targeted audience (your local community of readers who may not be informed on this) who may otherwise not come in contact with your message.

### Parameters:

- Typically short - between 750 and 800 words.
  - Best to keep within this number if possible for the best chances of being published.
- Clearly defined point of view.
- Clarity of thinking.
  - Most people read at a 6th grade level more or less. Use an app like Hemingway.app (free on Desktop) to ensure your writing is readable for a wide audience of readers.
  - Strong, unique voice of the writer.
    - Typically conversational in tone, imagine you are having a convo with your reader.
    - Range can be wide: contemplative, conversational, descriptive, experienced, informative, informed, introspective, observant, plaintive, reportorial, self-effacing, sophisticated, humorous, and many other possibilities.



- Voice you use may be driven by publication - do research into what other kinds of op-eds they publish.
- If you are submitting to different publications, you can tweak your op-ed to fit their established publishing voice - you don't necessarily have to write a whole different op-ed. Someone with experience editing writing should be able to help with this as it is a different skill than writing.

### Things to consider:

- What is the main point you want to get across?
  - Persuade folks to boycott Chevron
- What does that involve them doing?
  - A list of action items might be appropriate, but there is also the opportunity to put CTAs (Calls to action throughout and at the end of the piece).
- Who cares?
  - Who are we targeting with this Op-Ed? Who are we trying to convince? Why are we targeting that specific reader?
    - E.G:
      - Locals who want to take action beyond social media, but who have limited time/options.
      - Folks who care about where their money is going.
      - People who are organizing/care about the genocide in Gaza, but may not be aware of Chevron's complicity.
      - Folks who have choices in terms of where they get gas.

### Topic and Theme:

- The topic is usually stated in the first paragraph.
- What is the big, overarching idea (theme) of the column?
  - What is your point? Why is it important? What singular idea do you want readers to take away from your op-ed?

### Research (this information will also help you figure out your audience, depending on what you learn):

- [Is Chevron present in your community?](#) In what ways?
  - Are there Chevron/Texaco gas stations in your local area?
    - Are these gas stations franchises? I.e. could they switch to a different supplier?
  - Is there a refinery in your area?



- What information do you have/can you find out about the work done there/people who work there? Are they a major employer in your area?
  - Does Chevron/Texaco sponsor events in your area?
- Does the publication you're submitting to publish op-eds like yours? Depending on the answer may decide the voice you use for your piece.
  - Just because a publication doesn't publish op-eds like yours doesn't mean you shouldn't submit. It just makes it less likely you'll be published.
  - Main focus should be on publications that are pro-Palestinian so you have the greatest chance of being published.
  - Submitting to publications that are not outwardly pro-Palestinian, but which are in the environmental industry or publish other op-eds are good targets even if you don't get published.
  - If you're questioning whether certain local publications will publish you, there's no harm in submitting, as long as you're submitting elsewhere that's more pro-Palestinian. Don't put all your eggs into anti-Palestinian publications.

### Openings:

The first line is *critical*. Think of it like the first 7 seconds of a social media video. Without a hook to grab the reader they'll stop reading. The following approaches can help grab them:

- A strong claim
- A surprising fact
- A metaphor
- A mystery
- A counter-intuitive observation

The opening briefly lays the foundation for your argument, so make sure you state it there. Don't bury it throughout your writing, or you'll lose the reader or they won't get what you're trying to tell them.

### Endings:

The ending needs to be strong. Here are some basic requirements:

- It echoes or answers introduction
- Has been foreshadowed by preceding thematic statements
- Is the last and often most memorable detail
- Contains a final epiphany or calls the reader to action

Two basic types:



- Open ending - suggests rather than states a conclusion
- Closed ending - states rather than suggests a conclusion

*A closed ending is the most commonly used ending to op-eds.*

## **Submitting Op-Eds**

Visit the website of the publication you want to submit to (or call them) to find out the contact address for submissions.

Tip - If you're submitting to multiple publications, it may be a good idea to keep a spreadsheet of the following:

- The publication
- Op-ed you submitted (if you have more than one, or have other op-eds)
- Date you submitted
- Any response you get
- Link to published op-ed once it's published
- Anything else you feel it's important to note.

This will ensure you keep a running tab of publications most likely to accept your op-eds, pro-Palestinian publications in your area, and anything you need to do differently next time if you're published but were asked to make changes before hand.

N.B: You're more likely to get published if you follow the rules of the publication and submit a fully formed op-ed that conforms to their publishing standards.

## **Published op-eds**

Keep tabs on your published op-eds. Here are some ways you can maximize the eyes on them:

- Share your published op-ed to your socials (DSA specific and personal).
  - Make sure to tag the Chevron campaign when you post it
- Share op-ed with your local members to ensure they are aware of what's going on.
- Share with friends and family so they can help spread the word.
- If your local has a website, link the op-ed to it.
- Print out the op-ed - that way, if the publication ever removes it or moves it around on their website leaving a 404 page - you still have a record of your op-ed.



- You can also use this record to question and pressure local publications who remove your op-ed due to local anti-Palestinian pressure. Or create buzz around your op-ed if you've been censored.

### Further resources:

The Op-Ed Project (<http://www.theopedproject.org>)

## Direct Action

A street intervention of some kind might be a higher involvement goal for your chapter that could be worked towards as engagement of chapter members increases. Whether it's a lower risk action, like having members show up to a public-facing event with Chevron staff at a local college or business place, or a more spontaneous action that requires extensive prior planning and collaboration with coalition partners, direct actions can be energizing to your entire chapter.

Assessing a level of risk for each of the members working on the campaign is critical in planning direct actions, as is consulting your chapter's leadership and, if necessary, receiving support from DSA national, in ensuring that your chapter has extensive operational security practices in place in preparation for a street action.

## Next steps

- PLEASE FILL OUT [THIS FORM](#) TO GET INVOLVED IN THE CAMPAIGN. Whether you want to bring these tactics to your chapter, create a different campaign strategy, or support other chapters and the national campaign, we need to know who you are to get involved
- Join the [IC Palestine Subcommittee](#), the committee coordinating this campaign.
- Talk to chapter members and leaders about the campaign!
  - Spread around the email letter-writing form for the campaign on your chapter slack and any other discussion spaces! [dsaic.org/boycottchevron](https://dsaic.org/boycottchevron)
  - Ask your chapter leaders how they feel about the campaign and begin brainstorming more ways you can bring it to members