



**The Israel
Educational
Travel Alliance**

Connecting Organizations. Sharing Ideas. Enhancing Experiences.



The Israel Education Travel Alliance (IETA) is a field-building initiative that unites over 140 organizations and funders working to strengthen the impact of Israel educational travel for participants of all backgrounds.

Representing tens of thousands of annual visitors to Israel, the alliance is a critical source of leadership, best practices, and support for partner organizations. Together, we learn from each other and catalyze organizations to adopt innovative, effective, relevant tools for providing transformative Israel educational experiences.



We realized that in numbers there is strength and that we had what to learn and teach to each other.

-IETA Steering Committee Co-Chair

The Central Convening Body for the Field

Founded in 2020, IETA drives collaboration, resource-sharing, and long-term sector growth. IETA speaks on behalf of the field in conversations with the Government of Israel, North American Jewish community, and other stakeholders. This raises our partners' visibility as a unified voice to improve the impact of Israel educational travel. Below are the main pillars of our work.

Best-Practices

We accelerate the adoption of new best practices by locating, curating and disseminating best practices developed by leaders in the field.

Research

IETA leads the field by mapping and producing research that helps practitioners and supporters understand trends, impact, and opportunities for growth and efficiencies. This research provides shared language and understanding across the field.

Networking

We build a network by elevating, supporting & fostering a collaborative professional community that aims to elevate the impact of our collective. Largely through our convening functions, we build relationships and connections between North America and Israel.

Field-Building

We are the voice of Israel educational travel in crucial conversations with partners such as Government of Israel, North American funders, and private sector organizations. This work raises the visibility of the field, ensures prioritization of Israel educational travel, and incentivizes action to address long-term challenges for the field.



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