

Veterans For Peace Executive Director Report

August 8, 2026

Communications

I informed you in my last report that we are currently seeking a Strategic Communications Consultant for a short-term contract to support a limited scope of work. The two consultants I originally sent the request for proposals to are not available. Earlier this week, I posted the RFP on Upwork, a freelance marketplace and work platform. I have received several inquiries.

Scope:

- Communications strategy and earned media for the annual Armistice Day campaign
- Messaging and communications support for the Refuse Orders campaign
- Communications planning and rapid-response support for national mobilizations, public actions, and other strategic priorities as they arise
- Communications review and recommendations for the Veterans For Peace website and its upcoming redesign

Social Media

	July	
Facebook	243K followers	243K followers
Twitter	35K	35K
Instagram	86.7K	86.8K
Tik Tok	3,955 Followers/62.3K Likes	3,987 Followers/63.2K Likes
YouTube		15.8K

Membership and Fundraising

I informed you in my last report that in June, Shelly and I decided to reorganize our current staff and run a trial to manage national membership tasks. We want to determine whether we can handle the current workload without hiring additional staff dedicated solely to member placement, database updates, and maintenance. We also anticipate that the upcoming database revision will increase efficiency by automating several tasks currently performed manually. Our current staff is managing the membership tasks I previously listed. After the convention, Shelly and I will make a formal assessment to determine whether we were successful or need to hire a part-time person.

I also informed you that we have posted the National Organizer position on the Veterans For Peace site and a few job boards. Earlier this week, I added it to Idealist, an online platform and job board that connects people with non-profit jobs. The national organizer will support national

campaigns, mobilizations, and working groups, and help with chapter development and member organizing.

Database and Website

At the last board meeting, I notified you that we signed a contract with DKomplexers to revise our Everyaction database. They have started the work, and it is going well. Shelly is pleased with the progress. The current work is focused on the membership module. DKomplexer has already made a much-needed change to the unsubscribe-from-email process that will help reduce the number of people who are mistakenly unsubscribed. We will have a more in-depth update soon after the convention.

After we determine the full scope of work for the database, the next project is the website.

Fundraising

Foundation Search has completed Phase 1 - Feasibility Study. They have provided us with a list of 105 granters, with fundability assessments based on historical giving trends, recommended ask amounts, foundation contacts, and decision-maker access scores for each granter.

We are now in Phase 2: **assessing** the viability and interest of the identified foundations in receiving a full grant application from Veterans For Peace, and exploring all avenues for contacting each foundation to gauge interest in Veterans For Peace's projects. I need to check in for a progress update.

We will soon begin our summer appeal and renewal drive.

Organizing Priorities: I'll talk more about the 2026 Organizing Priorities on Sunday.

The October People's Tribunal on U.S. Government Complicity in Gaza, organized in cooperation with WILPF and AFSC, is running into a funding glitch. AFSC may not provide the \$25,000 grant. I have applied for another grant, and we are soliciting funds from sponsoring organizations. There is a small flier about the tribunal in your convention packets requesting chapters organize watch events. If you are interested, please let me know. You can also register on the website <https://www.peopletribunalusgaza.org/> to host an event.