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Veterans for Peace Chapter Toolkit

Purpose:

This toolkit is intended to be a diverse set of resources readily available to VFP Chapters around the nation to assist them in organizing and structuring the chapter as well as planning and executing chapter activities.

Sources:

The items in the toolkit have been submitted by members around the country who have found them to be helpful in their own chapters. Since each chapter operates in a distinctive social, economic, and political environment, what works in one chapter may or may not work in another. It is up to each chapter to determine which toolkit items will be useful in its community.

Types of Material:

The toolkit includes editable Word documents and Powerpoint presentations, non-editable PDF files, links to useful websites, and at least one Quicktime Movie.

Toolkit Distribution, Maintenance, and Evolution:

The initial distribution of the toolkit will be a "beta test version" in the form of CD-ROM's handed out at the VFP 2008 National Convention in Minneapolis. A workshop about the toolkit will be conducted at the convention and attendees will be asked to participate in a three - month, free-form field test of the toolkit in order to refine it. After the field test has been evaluated and acted upon, the VFP Board and the Executive Director will determine whether it would be appropriate to place the toolkit on the national website. If it is placed on the website, chapters would still be able to request distribution on CD-ROMs. If it is not placed on the website but is deemed to be of sufficient value, CD-ROMs will be sent to each active chapter. It is intended that the toolkit be continually reviewed, expanded, and maintained as long as a significant number of chapters find it useful. All members are encouraged to submit additional tools to the national office.



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Structure and Contents of the Initial Distribution:

The following folders and files are included in the initial distribution:

Folder: Chapter Organizing

File Name: Chapter Self Organizing.doc

Source: Santa Fe Chapter

Content: Describes a process for "bottom up" organizing of a chapter.

File Name: Chapter Structure Cards.doc

Source: Santa Fe Chapter

Content: Tool used in the "bottom up" organizing process

File Name: Doug Zachary's VFP Fund Raising Script.doc

Source: Doug Zachary

Content: "Script" to be used as guideline in making fund-raising calls.

Folder: Chapter Recruiting

File Name: An Open Letter to Non-Veterans.doc

Source: Joan Powell

Content: One page on why some non-vets become Associate Members

File Name: Dear Prospective Member

Source: Santa Fe Chapter

Content: Sample letter to someone who has expressed interest in VFP but has not yet joined.

File Name: VFP Join Us.doc

Source: Unknown

Content: Design for a simple sign or banner



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File Name: VFP Member Recruiting Movie.mov

Source: Will Covert

Content: Five minute video Using photo montage, music, statement of purpose

File Name: VFP's Role in a Violent World.doc

Source: Bill Collins

Content: Two page essay summarizing challenges to VFP's effectiveness.

File Name: What it Means to be a Veteran for Peace.doc

Source: Woody Powell

Content: One page statement.

Folder: Miscellaneous

File Name: Agent Orange and American Responsibility.ppt

Source: Ken Mayers

Content: 26 slides for public two hour lecture (also used extracts from the video "Agent Orange: A Personal Requiem" by Masako Sakata and "The Last Ghost of War" from the Center for Asian American Media

File Name: Human Rights First film on torture.doc

Source: Human Rights First

Content: web link to 15 minute film

File Name: Illegal WP Use in Falluja - source link.doc

Source: Gordon Sturrock

Content: Contains web link to source material

File Name: Illegal WP use in Falluja.pdf

Source: Gordon Sturrock

Content: 7 page article from Field Artillery Magazine

File Name: Medical Guidelines for Returning Iraq Vets.doc



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Source: Taos Chapter

Content: One page handout



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File Name: Seven suggestions for genuine dialogue.doc
Source: Santa Fe Chapter/Tikkun
Content: One page handout

Folder: Public Relations

File Name: Communications Plan Tutorial.pdf
Source: Independent Media Institute
Content: The purpose of a strategic communications plan is to integrate all the organization's programs, public education and advocacy efforts.

File Name: Iraq Water Project Afghan Orphanage.odp
Source: St. Louis Chapter
Content: 39 slide ODP presentation (ppt compatible)

File Name: Media Strategy for VFP Chapters.doc
Source: Bill Collins/Virginia Rodino
Content: One page handout

File Name: Press Release Tutorial.pdf
Source: Independent Media Institute
Content: What they should look like, what to include, when to send them, and what not to do

File Name: Reporter Relations Tutorial.pdf
Source: Independent Media Institute
Content: Rules to live by and how to make your pitch

Strategy and Movement Stages

File Name: Movement Action Plan (MAP) Game
Source: Elliott Adams
Content: Game pieces and instructions



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File Name: Stragegy V5.doc

Source: Elliott Adams

Content: 24 pages of exercises and suggestions

Folder: Truth in Recruiting

[Note: Some chapters call this "counter-recruiting." The Santa Fe chapter calls it "Full Disclosure Recruiting."]

Sub-Folder: Enlistment Roulette

Source: Caki Kennedy in Hawaii

Content: Several files to enable construction of
A Recruiting Roulette Wheel

File Name: Alternatives to Military Service Workshop Site

Source: Chapter 78

Content: Link takes you to the site

File Name: CCCO Overview on Recruiting

Source: CCCO

Content: Slides with links to CCCO. Most of this (and
more) is in the Full Disclosure Notebook
(rev1),doc

File Name: Counter Recruiting Pamphlett

Source: Smedley Butler Brigade

Content: Two page trifold overview

File Name: Enlistment Guide

Source: Humbolt Bay Chapter

Content: 32 Page Guide

File Name: Full Disclosure Flashcards.doc

Source: Santa Fe Chapter



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Content: 19 recruiting factoids formatted to fit on business cards

File Name: Enlistment Roulette

Source: Santa Fe Chapter

Content: Folder containing all that is needed to create and use a "Wheel of Misfortune" in full disclosure sessions

File Name: Full Disclosure Mission Cards

Source: Santa Fe Chapter

Content: Mission statement for Full Disclosure Recruiting, formatted to fit on business card stock.

File Name: Full Disclosure Notebook (rev1),doc

Source: Santa Fe Chapter

Content: 27 page resource for members of Veterans for Peace working in the full disclosure recruiting program

File Name: Full Disclosure School Board Briefing.ppt

Source: Santa Fe Chapter

Content: Presentation prepared for school boards

File Name: Model letter to school superintendent.doc

Source: Santa Fe Chapter

Content: Proposal to support opt-out processes

File Name: Opt Out Letters.doc

Source: Santa Fe Chapter

Content: Parent and Student letters applying to opt out

File Name: Spanish Language Full Disclosure Handout.pdf

Source: GI Rights Hotline

Content: 10 points to consider before enlisting (One page)

File Name: Speakers' Bureau Introductory Letter.doc

Source: Chapter 43

Content: Letter and selected resources

File Name: Truth About What Recruiters Promise



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Source: IVAW

Content: One page handout

File Name: What Every Girl Needs to Know (Front & Back).pdf

Source: War Resisters League

Content: Colorful brochure

File Name: What Every Girl Needs to Know (Inside).pdf

Source: War Resisters League

Content: Colorful brochure