

Veterans For Peace: Leadership Roles

Establishing Leadership Roles

For a chapter to have structure and be capable of having a lasting impact on its local community, some form of leadership must be present. The roles identified serve as examples of how members might contribute to building the success of a newly formed chapter. Chapters that engage members in relevant and meaningful ways generally report the greatest success in developing their chapters for long-term sustainability. Each chapter has the power to choose the roles and positions of members, or to decide to organize based on interest, such as Community Outreach or Direct Action. Regardless, leadership and structure is necessary. Please contact Casey, Chapter Support Coordinator, at casey@veteransforpeace.org or 314-725-6005 for assistance.

Elected Officers

Most chapters elect officers to share responsibilities in running the chapter effectively and keeping communications open between chapter members, national office, other VFP chapters and the local community, including the media and allied organizations.

President	Vice President	Secretary	Treasurer	Other Roles
Presides over chapter meetings, interfaces with the National Office, and is the foremost spokesperson for the chapter	Performs the duties and exercises the powers of the chapter president in the president's absence	Keeps minutes of meetings for the chapter	Keeps track of the chapter's budget	Assorted roles as defined and deemed necessary by the chapter

Other Roles

Chapters are strongest when leadership is shared among many members, and when those who serve in leadership roles think first about the group as a whole. In addition to the elected officer positions, other members can play a key role to ensure chapters stay on a successful course. What follows are some suggested leadership roles that have worked effectively in other VFP chapters and allied organizations.

Chapter Contact or Communications Coordinator

- ✓ Keeps chapter informed of local and national activities
- ✓ Serves as a contact for the National office
- ✓ Participates on national list-servs on behalf of the chapter
- ✓ Sets up conference calls with national when chapter is involved
- ✓ Orders VFP materials to ensure the chapter has what it needs to support chapter actions

Membership Coordinator

- ✓ Sends welcome letters to new chapter members and keeps track of current members
- ✓ Works with the Material/Tabling Coordinator for recruiting new members

Press Liaison

- ✓ Helps identify press opportunities and solicits volunteers for press requests
- ✓ Cultivates relationships with local reporters and editors
- ✓ Writes press releases and letters to the editor
- ✓ Fields media inquiries about chapter actions

Coalition Liaison

- ✓ Attends meetings with collaborating organizations as the chapter representative
- ✓ Brings information and minutes of collaborative meetings back to the chapter

Community Relations Coordinator

- ✓ Organizes vigils, marches, and other events decided upon by chapter members
- ✓ Puts the chapter's best foot forward to win friends and influence others in the community

Grant writing/fundraising/development

- ✓ Turns chapter vision and ideas into written proposals for funding
- ✓ Works with the national office for development support
- ✓ Ensures there is a donation box for chapter contributions at community events

Graphic Designer

- ✓ Creates simple flyers and posters with the chapter's contact information to use for outreach
- ✓ Ensures designed materials are posted on community bulletin boards and kiosks
- ✓ Works with other chapter leaders to distribute graphic materials for promotion

Political Coordinator

- ✓ Represents the chapter in political venues
- ✓ Meets with elected officials in the community
- ✓ Manages the chapter's direct mailings to political leaders in the community and those who represent the community at state and federal levels
- ✓ Shows up at events planned by elected officials and brings the VFP chapter message to them
- ✓ Attends town hall meetings, speaking gigs and political rallies and fundraisers
- ✓ Researches political issues that support chapter actions and disseminates the information

Web Specialist

- ✓ Asks appropriate allied groups to link to the chapter's website and/or to the VFP website
- ✓ Searches websites and blogs for stories to see how the chapter can contribute to them
- ✓ Sends web postings to national office to strengthen the chapter's presence on VFP's website