

Veterans For Peace Executive Director Report

July 26, 2025

During the period when Veterans For Peace has been without executive leadership in the national office, staff have done their best to fulfill the functions of a national membership organization's headquarters. They have done a good job while also struggling with direction from a holistic view. Like all organizations, we face challenges in breaking down silos of work, ensuring a fluid information flow, and building effective teams. The virtual office environment increases the challenges.

Development, Fundraising, and Membership Operations: The renewal process is an area where we must improve quickly. We are implementing a more robust intentional renewal schedule, which includes reviewing definitions for lapsed and dropped members, increasing the number of contact attempts, sending a postal mailing, and using the chapter as a last resort to engage with the member to renew.

We are reviving the idea of regional coordinators. I've spoken to a few members about taking on the role.

We need to make chapter contact organizing calls more effective. We want people to look forward to the chapter contact calls. They shouldn't just be conversations. We need to create a schedule of topics to cover during these calls, possibly including new skills and methods that will support chapter growth.

We need to create a more deliberate communication plan for active-duty members. Active-duty status is a unique group that requires targeted attention to address their specific needs.

After the convention, we will prepare for the next membership renewal drive and explore ways to increase visibility for VFP to attract new members. We need to connect this effort to a more intentional communications plan through greater creativity and innovation. For example, we could create public service announcements for chapters to broadcast on local community radio stations, helping veterans learn about Veterans For Peace. We can assist chapters in using local resources to advertise. We can help increase member skills that will boost visibility locally and amplify our national presence.

The Every Action database has proven to be a significant challenge. It is unlikely that we can continue using it in the long term. However, to select an appropriate database for our needs and transition to it, we need to understand why the current one doesn't work well for us, clean up the existing information in the application to prepare it for the transition, and develop standard operating procedures to facilitate revisions for the new database. We are creating a timeline for this process.

We are reorganizing the Cash Cadre team to prepare for the fall end-of-year fundraising campaign.

I am continuing to review the Foundation Search service. I have identified tentative opportunities for our deported Veterans campaign.

Program: Chapters and individuals across the country are engaged in meaningful and impactful work. Their efforts are seen in our social media growth and mentions in legacy media.

The four areas of focus we identified earlier this year continue to meet this moment of unprecedented challenges faced by our nation and the world.

- Israel/Palestine: **(2. To Restrain our governments from intervening, overtly and covertly, in the internal affairs of other nations)** Work on Israel/Palestine also aligns with our matters of conscience and conscientious objection outreach to military personnel and Before You Enlist efforts.
- Mass Deportation and the roles the military is asked to fulfill in policy: **(3. To resist racism and repression in our home communities, and 4. To oppose the militarization of law enforcement).** Veterans For Peace Deportation Veterans Project is a part of this deportation work. The issue also connects to counter-recruitment, matters of conscience, and conscience objection work, as well as what the military will be asked to do when martial law is declared, and the military is used to suppress protests.
- Save Our VA: **(6. To seek justice for veterans and victims of war.)** This effort aligns with our **Homeless Veterans working group** and the **Labor Working group** to help address the indiscriminate cuts faced by government agencies, including the Department of Veterans Affairs, and employees who are disproportionately veterans.
- Climate Crisis **(8. To promote a sustainable and peaceful world.)** Climate change is one of the greatest threats to humanity. Climate-driven resource scarcity has the potential to destabilize nations and cause widespread upheaval, potentially leading to multiple wars.

The national office will continue to support these programs, along with other vital national initiatives and local efforts. In the coming weeks, we will prepare for Armistice Day and the International Day of Peace.

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Executive Director