



The Peace Alliance
Campaign to Establish a

U.S. Department of Peace

CAMPAIGN STATUS AND ACCOMPLISHMENT HIGHLIGHTS AS OF JULY 2007

This campaign is growing rapidly and our organization has matured greatly during this past year, our second full fiscal year of operation:

The Legislation

1. The bill to establish a Department of Peace and Nonviolence (HR 808) was reintroduced in the House of Representatives for the 110th Congress in February 2007 during our national Department of Peace Conference in Washington, DC, and currently has 68 confirmed co-sponsors.
2. We continue working toward the goal of generating a bipartisan introduction in the Senate, primarily through relationship-building among grassroots volunteers and their respective Senate offices.
3. We are working with contacts in the executive branch to identify opportunities for expanding dialogue about a government structure focused on nonviolent conflict resolution and violence prevention.
4. The number of city and other governing councils endorsing the Department of Peace legislation has grown to 24 (21 city councils, two county boards of supervisors, and one tribal council), up from 16 at the close of the previous fiscal year.

Campaign Field Operations

1. Our grassroots network is active in all 50 states plus the District of Columbia, Guam, Puerto Rico, and American Samoa. Congressional District Team Leads have volunteered in 265 districts, and we have many more districts active with volunteers choosing not to be in a traditional leadership role.
2. There are now 63 state coordinators leading campaigns in 34 states, up from 48 coordinators in 28 states a year ago and continuing to grow. Some larger states such as California, Florida, Texas, and New York, have multiple state coordinators, based on the number of districts in their state. Ideally, in states with more than a few congressional districts, our goal is to have one state coordinator for every six to eight districts.
3. State coordinators held their second annual meeting, called a Forward, in Minnesota in July 2007. State coordinators provide information and nurture

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district-level activist organizations as well as coordinate statewide and multi-district campaign activities. They plan and implement strategy, share best campaign practices and experiences, and assist with coordinating the national campaign.

4. We are noticing a ripple effect in the last few months that we haven't seen before: State Coordinators are reporting that actions are happening in their state that they did not know about. Volunteers who have been following the campaign for months, and sometimes years, from the sidelines are feeling empowered by the shared leadership model we have been mentoring and are self-organizing to take action. Projects are being nurtured and results are being produced that continue to build momentum for the movement.
5. We launched the first annual Walks for Peace Walkathon during International Culture of Peace Month in September 2006, resulting in walks in more than 80 cities nationwide.
6. We organized and supported the third annual Mother's Day "Peace of the Pie" lobbying effort, resulting in more than 250 Congressional offices visited, compared to 140 in 2006.
7. We held our second annual Father's Day campaign, which for the first time was a joint action of the Student Peace Alliance partnering with state coordinators and inspired volunteers to write letters to the editor.

The Annual Conference

1. At our national Department of Peace Conference in February, we had the pleasure of squeezing in an overflow crowd of 700 Department of Peace activists from 46 states and the District of Columbia. More than 1,000 people attended our open-to-the-public finale event at George Washington University, at which seven members of Congress spoke passionately about the bill. It is uncommon to have so many members of Congress take the time to appear together at a nongovernmental off-the-Hill event to express their common support for a single piece of legislation.
2. In addition to the seven members of Congress who spoke, an eighth, unable to attend the finale, spoke briefly at the conference itself and later added the Department of Peace and Nonviolence to his next constituent mailer, the first time he'd taken such a public stance on the legislation.
3. As part of the conference, our activists scheduled over 220 meetings in House and Senate offices, often meeting with the actual Member, and held many more drop-in visits as well.
4. In the days following the Conference, the Peace Alliance organized and participated in a press conference and a congressional briefing in support of the legislation.

5. Among the conference attendees were more than 70 high school and college students from 22 states and 3 foreign countries – members of the Student Peace Alliance.

The Student Peace Alliance

1. Founded less than 18 months ago, the Student Peace Alliance already has chapters established on more than 30 college and high school campuses across the country.
2. In April, Student Peace Alliance director Aaron Voldman joined Marianne Williamson on a speaking tour of nine university campuses all across the country.
3. In July, the Student Peace Alliance held a five-day coordinating team retreat at the Common Ground Center in Vermont, attended by 10 Student Peace Alliance leaders from around the country.
4. The Student Peace Alliance is planning the first Student Peace Alliance National Conference, to be hosted at Brandeis University in October 2007, which over 200 students from around the nation are expected to attend.

The D.C. Office

5. We opened an office in Washington, DC, and have moved senior staff there to further develop and strengthen our contacts on the Hill and with allied organizations in the D.C. area. The D.C. office also now serves as the locus of planning and spearheading our national actions.
6. We initiated an internship program focused in our D.C. office. Maggie Lada interned in the office through April 2007, and Julia Simon-Mishel (national operations director for the Student Peace Alliance) is working in the D.C. office May thru August 2007. Youth from the Student Peace Alliance will continue to be recruited to intern in the D.C. office.
7. As part of our third annual Mother's Day "Peace Wants a Piece of the Pie" national action we for the first time we conducted a mirror action on Capitol Hill, delivering pies and thank-yous to every Congressional co-sponsor. Volunteers from Virginia, Maryland, and the District of Columbia helped make this possible. This was also our first major action coordinated in the D.C. office, and inspired several states to also coordinate pie deliveries to their members' D.C. offices in addition to local offices.
8. As a direct result of Aaron Voldman's leadership and Julia Simon-Mishel working from the D.C. office, the Student Peace Alliance was able to organize the Father's Day letters-to-the-editor campaign and design the materials for it. Also, another Student Peace Alliance member held a letter-to-the-editor writing party in the D.C. area to support the Father's Day national action.

9. To further support our partnership with the Student Peace Alliance, encourage their use of the D.C. office, and facilitate relationships between the Student Peace Alliance and state coordinators, a combined open house-meeting was held in June with Maryland and Virginia state coordinators in attendance. As part of the open house, Julia Simon-Mishel conducted a letter-to-the editor workshop in the office.

Communications and Alliance Building

1. We have more than doubled our database of supporters to approximately 50,000 people nationwide, most of whom receive regular newsletters, e-alerts, and calls to action.
2. Our presence in the media has skyrocketed, with 76 letters-to-the-editor, 66 articles, and five op-eds published, as well as being featured in 34 radio interviews and six television newscasts and interviews during the year.
3. Executive director Dot Maver attended and presented a paper at the International Conflict Resolution Education Conference in Cleveland in March.
4. We have upgraded our website (www.thepeacealliance.org) and our use of the tools available at Democracy in Action to better serve the grassroots activists and general public as a source of information and news about the concept of a Department of Peace and the campaign. These additional tools include personal donation pages and "distributed events," which allow local coordination of nationally inspired or locally generated events. We are also in the midst of further honing the organization of the website.
5. We visited several missions and offices at the United Nations in November 2006 and are frequently invited to participate in various NGO working group meetings at the UN, where there is now a movement to support a UN resolution calling for ministries and departments of peace in national governments around the world.
6. We co-founded and actively participate in the Global Alliance for Ministries and Departments of Peace, an association of grassroots activists and government officials in 24 countries with interest growing in many more. About a dozen have initiated actual campaigns for the establishment of departments or ministries of peace in their governments. The Global Alliance is planning its third Summit to be held in Japan in September 2007, where approximately 80 people from 25 countries are expected to attend. See www.mfp-dop.org or visit www.peacealliancefound.org and click on "Global Engagement."

Organizational Administration

1. Our national staff has doubled, now standing at 12, in response to growth at the grassroots level as well as the growth in visibility in the press and on Capitol Hill. Three are full-time paid; the remaining nine are part-time paid although most serve on a full-time basis.

2. We completed a major staff restructuring, shifting roles, responsibilities and compensation to better align with existing resources, thus laying a more solid foundation for long-term sustainability.
3. Unaudited preliminary financial numbers indicate an increase in annual income of more than 25 percent.
4. We reorganized and realigned our relationship with the Peace Alliance Foundation, including separation of staff and boards. Following a Sierra Club/Sierra Club Foundation model, the Alliance focuses on program operations and the Foundation focuses on fundraising to support those Alliance programs that qualify for 501(c)(3) funding.
5. We have developed and are implementing an integrated fundraising plan, incorporating several fundraising campaigns during the year as well as coordination with the Peace Alliance Foundation. Included are Walks for Peace, the December holiday greetings letter, "3x3" special events, and the Peace Partners campaign ("Invest in Peace").
6. We have developed a formalized process for making grant applications to and receiving grants from the Peace Alliance Foundation.