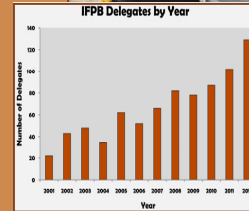


## A NEW COMMUNICATIONS COORDINATOR WILL ALLOW IFPB TO:

1. **Plan** an integrated communications strategy to better share the story of our transformational work across a variety of media platforms.
2. **Make** more strategic and widespread use of IFPB's rich 'content' – the varied educational materials about Israel/Palestine produced on delegations (e.g., written delegation trip reports, photos, video, and much more).
3. **Bolster** our online presence by providing a consistent vision for the website and social media.
4. **Introduce** a new blog that will serve as a virtual meeting point for past IFPB delegates – a place to continue learning after the delegation and learn about post-delegation follow-up success of fellow delegates.
5. **Improve** our outreach with targeted social media and email campaigns that get the right information to those most interested in it.
6. **Attract** funding opportunities through greater outreach and professional materials.



Delegates at Women in Black vigil. Photo: Leslie Leonard, 2013



Our delegations have grown consistently since 2001.

## IMAGINE THIS FUTURE...



**Mike Daly** is **Program Coordinator** and has spent 10 years with the organization, shepherding us through our transition from a program of the *Fellowship of Reconciliation* to a fully independent organization. Mike's current tasks include budgeting and financial oversight, strategic planning and program development, fundraising and data management. Mike also plays a leading role in fostering delegate networks and helping IFPB delegates connect with others in their community. Along with all IFPB staff, Mike also contributes significant time and expertise to IFPB's flagship Delegations Program.

**Jacob Pace** is **Education and Advocacy Coordinator** at IFPB, and staffs the San Francisco office. Jake's primary work is supporting the efforts of Interfaith Peace-Builders delegates. He supports delegates' media advocacy, organizes online trainings with movement leaders, and helps delegates find impactful opportunities for activism in their own communities. Jake is the lead organizer of IFPB's *Grassroots Advocacy Trainings* and he works closely with the **Communications Coordinator** to help delegates connect with national and regional advocacy campaigns. Finally, he plays a major role in the organization's fundraising efforts and as well as the Delegations Program.



**Emily Siegel** is **Delegations Coordinator** and is responsible for IFPB's flagship program. Emily handles all things related to delegations, from outreach and recruiting to planning the itineraries and communication with travel agents, guides, Palestinian and Israeli partners, leaders and delegates. She is the first person most delegates meet at IFPB and helps them understand the transformative nature of the program. Emily also plays a leading role in IFPB's unique "specialized" delegations, such as the *African Heritage Delegation*, the *Civil & Human Rights Delegation*, and others. She also maintains the Washington, DC office and is in charge of many administrative functions.

The **Communications Coordinator** maintains the public face of IFPB and is responsible for conveying the unique and transformational work of the organization to IFPB delegates and the general public. The **Communications Coordinator** maintains the organization's online presence, including the website, blog, and social media platforms, and plans IFPB's communications strategies and campaigns. He/She utilizes photos, video, and graphic design to make IFPB a more active and interactive organization. The **Communications Coordinator** also works to amplify the voices of IFPB delegates and our Palestinian and Israeli partners.



## A VISION TO BETTER TELL THE IFPB STORY

### Articulating the Impact of a Communications Coordinator

In the 13 years since Interfaith Peace-Builders sent its first delegation the nature of "media" has changed considerably.

When IFPB first introduced email listservs in 2002 it was an innovative use of new technologies. Today, we use real-time **video webinars** to virtually connect delegates with movement leaders. The difference between those two symbolizes larger shifts that have happened: new media, wide proliferation of **digital photo** and **video**, **online petitions** and **campaigns**, etc. To harness the true power of these many media requires a dedicated and experienced staff member.

A full-time **Communications Coordinator** will lead efforts to better share the results of that empowerment, better convey the stories of our Palestinian and Israeli allies, and better serve and connect IFPB delegates after the delegation concludes.

**Hiring a Communications Coordinator** represents a strategic movement from IFPB's staff and board of directors to refine our work and significantly expand our reach. Improving our strategic use of communications planning and technologies will bring IFPB's work to thousands more and greatly enhance our unique model of transformative delegations leading to movement building for peace with justice.



Delegates Rahm Walker, Leslie Leonard and Ann Hunter on TV

"I can't believe the incredible product you three people put out!"

*Diane Adkin, 2012 delegate and US Outreach Coordinator for Canaan Fair Trade*

## A CHALLENGE TO DRAMATICALLY ENHANCE OUR WORK FOR JUSTICE IN PALESTINE/ISRAEL!

## HERE'S THE CHALLENGE:

A group of generous donors have pledged **\$30,000** to Interfaith Peace-Builders for a *dollar-for-dollar* challenge grant.

**If by October 15, 2013 we succeed in raising another \$30,000, IFPB will receive the full \$30,000 pledged.**

### WHY NOW AND WHAT FOR?

This Matching Challenge will enable Interfaith Peace-Builders to hire a full-time **Communications Coordinator** to help us with these key priorities identified by IFPB staff and board:

- (1) better tell and share our story;
- (2) improve our use of new technologies; and
- (3) more fully support the growing movement for a just peace in Palestine/Israel.

Because IFPB is making significant progress towards our mission to “empower delegates to educate their local communities and the media,” we are ready, and needing, to increase our capacity. This new **Communications Coordinator** will expand the reach and efficacy of our movement-building work.

### THAT IS WHERE YOU COME IN. . .

\$30,000 has been pledged. **Now, we have been challenged to leverage that pledge by raising a matching \$30,000!**

Meeting the challenge will ensure the funding necessary to sustain the position and build for the future.

*Read on for details on what this challenge will mean for Interfaith Peace-Builders unique and important work!*

## HELP US MEET OUR CHALLENGE!

To meet this challenge, we need every one of Interfaith Peace-Builders' generous supporters to **make a meaningful and extra-ordinary one-time gift** – *in addition to any regular giving this year.*

More than a delegation program, IFPB encourages and supports civic engagement and movement building. Meeting this challenge now is the next step forward in our unique and important work.

Such an opportunity does not come around often and your support is the only way we can succeed!

*We only have until  
October 15, 2013!*

*Make your tax-deductible donation today  
to help us meet the Matching Challenge*



Mail in a check or donate online at  
[www.ifpb.org/challenge](http://www.ifpb.org/challenge)

### Interfaith Peace-Builders

1628 16<sup>th</sup> Street NW, Washington, DC 20009  
202.244.0821 office@ifpb.org

# STEP UP TO THE CHALLENGE

**CONTRIBUTE TO  
BUILDING THE MOVEMENT  
FOR CHANGE**

**HELP INTERFAITH PEACE-BUILDERS  
TAKE A HUGE STEP FORWARD**

**DONATE BY  
OCTOBER 15, 2013**



[www.ifpb.org/challenge](http://www.ifpb.org/challenge)