

ANNUAL PLAN

2026





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Approved by the Board of Directors 01242026

Introduction

Peace Through Action® USA inspires and equips everyday people to increase safety, belonging, and peace in their relationships and communities by cultivating their compassion and increasing their constructive communication and conflict resolution skills. We organize our total effort toward this mission into groups and function areas. Groups are sets of the organization's function areas gathered by their relation to the organization's mission. Function areas are sets of related policies, procedures, resources, and activities that the organization acquires and undertakes to operate, or function.

This Annual Plan commits us to the following major activities in 2026.

Mission Leadership Group

Governance—policies, procedures, resources, and activities related to leadership and operation of our board of directors.

We will hold four regular **board of directors meetings**.

We will **add directors** to our governing body.

We will leverage our directors' expertise and insights when developing our **continuity of operations plan** and **crisis prevention and response plan**.

We will engage our directors in finance duties, including **major gifts prospecting**.

Executive—policies, procedures, resources, and activities related to leadership and direction by our chief executive officer.

Our CEO will pursue **learning and development activities** to improve their leadership and direction.

Our CEO will pursue a **volunteer opportunity related to our mission** in their community.

Planning—policies, procedures, resources, and activities related to setting our vision, mission, values, goals, and strategy.

We will approve an **annual plan, annual performance measure targets, and annual budget**.

We will update our **organization design and theory of change**.

We will update our **call to action** and **case statement**.

We will prepare a **crisis prevention and response plan**.

Performance—policies, procedures, resources, and activities related to monitoring and evaluating our organization.

We will add promotion performance measures and procedures to our performance system.

We approve the following performance measures and 2026 targets for our organization.

Mission Leadership Performance Measures

Board of Directors Performance

- ML1. Number of directors. *Target: 8*
- ML2. Percentage of directors attending board of directors meetings annually. *Target: 88 percent*
- ML3. Board of directors determination of fulfillment of its duties. *Target: Yes*
- ML4. Board of directors level of satisfaction with its performance. *Target: Excellent*

Chief Executive Officer Performance

- ML5. Number of work, PTO, and leave hours of CEO. *Target: 1,950*
- ML6. Board of directors determination of CEO duty fulfillment. *Target: Yes*
- ML7. Board of directors level of satisfaction with CEO performance. *Target: Excellent*

Mission Delivery Performance Measures

Training Activities Performance

- MD1. Number of training sessions. *Target: 50*
- MD2. Number of training sessions registrants. *Target: 1000*
- MD3. Number of training sessions participants. *Target: 600*
- MD4. Percentage of attending participants converted to completed participants. *Target: 80 percent (480)*
- MD5. Number of completed participants reporting increased knowledge of the subject of the session. *Target: 456*
- MD6. Percentage of completed participants reporting increased knowledge of the subject of the session. *Target: 95 percent*
- MD7. Number of completed participants reporting increased skill in the peace practices of the session. *Target: 456*
- MD8. Percentage of completed participants reporting increased skill in the peace practices of the session. *Target: 95 percent*
- MD9. Number of completed participants reporting increased intent to use knowledge or skill acquired at the session. *Target: 432*
- MD10. Percentage of completed participants reporting increased intent to use knowledge or skill acquired at the session. *Target: 90*

- MD11. Number of completed participants reporting increased compassion. *Target: 456*
- MD12. Percentage of completed participants reporting increased compassion. *Target: 95 percent*
- MD13. Number of completed participants reporting retention of acquired knowledge or skill at three months post-session. *Target: 408*
- MD14. Percentage of completed participants reporting retention of acquired knowledge or skill at three months post-session. *Target: 85 percent*
- MD15. Number of completed participants reporting use of acquired knowledge or skill at three months post-session. *Target: 360*
- MD16. Percentage of completed participants reporting use of acquired knowledge or skill at three months post-session. *Target: 75 percent*

Action Planning Activities Performance

- MD17. Number of action planning sessions. *Target: 50*
- MD18. Number of action planning sessions participants completing action plans. *Target: 300*
- MD19. Number of participants reporting intent to take actions they documented in their action plan. *Target: 300*
- MD20. Percentage of participants reporting intent to take actions they documented in their action plan. *Target: 100 percent*
- MD21. Number of participants reporting a positive social experience from the session. *Target: 240*
- MD22. Percentage of participants reporting a positive social experience from the session. *Target: 80 percent*
- MD23. Number of participants reporting having taken action documented in their action plan at three months post-activity. *Target: 200*
- MD24. Percentage of participants reporting having taken action documented in their action plan at three months post-activity. *Target: 67 percent*
- MD25. Number of participants reporting having maintained a connection with a peer who participated in their action planning session. *Target: 150*
- MD26. Percentage of participants reporting having maintained a connection with a peer who participated in their action planning session. *Target: 50 percent.*

Youth Development Activity Performance

- MD27. Number of youth development sessions. *Target: 20*
- MD28. Number of youth development session duplicated participants. *Target: 200*
- MD29. Reserved
- MD30. Reserved
- MD31. Number of youth participants reporting increased knowledge of the subject of the session. *Target: 150*
- MD32. Percentage of youth participants reporting increased knowledge of the subject of the session. *Target: 75 percent*

- MD33. Number of youth participants reporting increased skill in the peace practice of the session. *Target: 150*
- MD34. Percentage of youth participants reporting increased skill in the peace practices of the session. *Target: 75 percent*
- MD35. Number of youth participants reporting increased intent to use knowledge or skill acquired at the session. *Target: 150*
- MD36. Percentage of youth participants reporting increased intent to use knowledge or skill acquired at the session. *Target: 75 percent*
- MD37. Number of youth participants reporting increased compassion. *Target: 150*
- MD38. Percentage of youth participants reporting increased compassion. *Target: 75 percent*

Child Development Activity Performance

- MD39. Number of child development sessions. *Target: 36*
- MD40. Number of child development session duplicated participants. *Target: 432*

Promotion Performance

- MD41. Number of Bluesky, Facebook, Instagram, LinkedIn, Threads, and X posts annually. *Target: 120*
- MD42. Number of Bluesky impressions annually. *Target: 400*
- MD43. Number of Facebook impressions annually. *Target: 4000*
- MD44. Number of Instagram impressions annually. *Target: 500*
- MD45. Number of LinkedIn impressions annually. *Target: 1000*
- MD46. Number of Threads impressions annually. *Target: 400*
- MD47. Number of X impressions annually. *Target: 500*
- MD48. Average link click rate on Bluesky, Facebook, LinkedIn, Threads, and X posts. *Target: 5 percent*
- MD49. Average click-through rate on Bluesky, Facebook, LinkedIn, and X posts. *Target: 2.5 percent*
- MD50. Number of Instagram views per post. *Target: 20*
- MD51. Number of email message distributions annually. *Target: 42*
- MD52. Open rate per email message. *Target: 25 percent*
- MD53. Link click rate per email message. *Target: 3 percent*

Mission Support Performance Measures

- MS1. Reserved
- MS2. Reserved
- MS3. Reserved
- MS4. Reserved
- MS5. Reserved
- MS6. Reserved
- MS7. Employee turnover rate. *Target: less than 15 percent*
- MS8. Average days to fill open positions. *Target: 45 days*
- MS9. Number of development opportunities arranged for our people: *Target: 50*

MS10. Employment engagement score. *Target:* 4.0 satisfaction or higher of 5.0

Mission Delivery Group

Programs—policies, procedures, resources, and activities for developing, disseminating, and delivering actions to accomplish our mission.

Peace Accelerators Program—strengthens people’s ability to increase peace in their relationships and communities by building peace skills together, making action plans for change, and discovering resources that support social well-being.

We will complete resources for four **essential peace skills trainings** modules: constructive communication, group dialogue, peace education, and prejudice reduction.

We will prepare resources for nine **practical peace solutions sessions**.

We will disseminate the **Peace Through Action Meet-Ups** activity. Meet-ups are small group gatherings that guide participants through action planning and discovery of social well-being resources.

Peace Agents Program—provides compensated servant leaders to geographic communities to bolster their capacity to deliver peacebuilding activities.

We will refine our local peacebuilding concept—**community peace projects**—in **Calvert County**, Maryland. Community peace projects are collective impact alliances through which community members, guided by a Peace Through Action servant leader, select, organize, and deliver peacebuilding activities in their geographic areas.

2026 **major activities of the Calvert Peace Project** will include delivering our Peaceful Kids program to children, a Peaceful Youth Leaders community peace service projects experience for youth, and essential peace skills trainings and practical peace solutions sessions to adults.

We will explore feasibility of **expanding our Peace Agents program** by planting community peace projects led by Baptist congregations and/or in collaboration with schools of social work.

We will begin to develop a **community peace project activity package** to foster replication of the concept in more communities.

Peace Explorers Program—provides opportunities for people to learn about diverse populations, current events affecting social distress, forms of aggression and violence, and types of peace practices.

We will present six virtual **Peace Through Action Events** on a variety of topics.

We will publish **information webpages and sheets** on six more aggression, violence, and peace practices subjects.

Peaceful Kids Program—provides peace skills education for elementary-aged children, integrating play-based activities, storytelling, and guided practice to strengthen

emotional awareness, constructive conflict resolution, and prosocial communication skills.

We will continue to **develop Peaceful Kids lessons** and gather feedback about them.

Peaceful Youth Leaders Program—cultivates servant leadership skills, nurtures social and emotional growth, and fosters civic engagement with an emphasis on peace among youth.

We will continue to offer **Peaceful Youth Leaders sessions** to youth through our community peace project site in **Calvert County, Maryland**.

We will develop a **Peaceful Youth Leaders activity package** in anticipation of disseminating this intervention to youth-supporting organizations.

Promotion—policies, procedures, resources, and activities related to communicating our mission, actions, and performance.

We will **increase our presence on social media** by featuring everyday American peacebuilders, responding to current events, participating in observances and awareness periods on topics relevant to our mission, and advertising our volunteer opportunities.

We will **increase our website advertising** to increase search traffic and conversions to action.

We will raise awareness of our organization and promote our volunteer opportunities by **exhibiting at five national conferences**.

We will prepare a **promotion guide**, which will include visual brand and writing style instructions for our people.

Partnerships—policies, procedures, resources, and activities related to forming and maintaining relationships with other organizations.

We will **maintain memberships** in Alliance for Peacebuilding, Listen First Coalition, National Association for Community Mediation, National Association for Community and Restorative Justice, Right to Be Allies Solidarity Network, and TRUST Network.

Mission Support Group

Finance—policies, practices, resources, and activities related to the generation of our revenues.

We will secure major gifts to **finance our Peace Accelerators program**.

We will secure major gifts to finance our **Peace Agents program**.

We will establish a **fee-for-service plan** to provide peace skills trainings to audiences with abilities to pay.

People—policies, practices, resources, and activities related to the management and use of our people.

We will recruit and support **100 volunteer activity leaders** to teach essential peace skills trainings and practical peace solutions sessions and host Peace Through Action meet-ups with their peers.

We will recruit and support **10 volunteer subject matter writers/editors** to prepare information webpages on social distress subjects and peace practices types.

We will explore setting up **tax-advantaged savings accounts** that our people can use to pay for qualified expenses.

Accounting—policies, procedures, resources, and activities related to the planning, expenditure, tracking, monitoring, and reporting of our funds.

We will complete a **cost allocation plan**.

We will complete **accounting procedures**, which provide tasks instructions for our accounting team.

Compliance—policies, procedures, resources, and activities related to adherence to our policies and to laws and other requirements on nonprofit organizations.

We will complete **compliance procedures**, which provide tasks instructions for our compliance team.

Information—policies, procedures, resources, and activities related to the management and use of our information system.

We will **centrally deploy our Microsoft 365 theme**, Microsoft Outlook stationery, and Microsoft Outlook email signatures.

We will **complete information procedures**, which provide tasks instructions for our information system team.

Operations—policies, procedures, resources, and activities related to maintaining continuity of our functioning.

We will develop our **continuity of operations plan**.

We will conduct **periodic digital hygiene** of our files libraries, shared mailboxes, and Asana projects.

Archive—policies, procedures, resources, and activities related to the recording and preservation of our history.

We will **complete documentation of our first ten years** of mission delivery.

Peace Through Action® USA inspires and equips everyday people to increase safety, belonging, and peace in their relationships and communities by cultivating their compassion and increasing their constructive communication and conflict resolution skills. Join us in doing something for peace through our [website](#), [email](#), and [social media](#). We request your [gift of money](#) at your choice of amount to support our mission work.