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| **Proposal Title** | Defending Iran Nuclear Diplomacy  |
| **Reserve Fund** | President’s and Chairman’s Reserve Fund |
| **Amount Requested** | $750,000 |
| **Detail on Amount Requested (Optional)** | Funds will be distributed via smaller grants by Ploughshares Fund to members of the coalition convened by Ploughshares. |
| **Background (Optional)** | The Ploughshares Fund campaign evolved from an effort initiated by OSF and OSPC grantees initiated in 2007. We have supported their work in recent years.  |
| **Risks (Optional)** | One potential risk is that unforeseen events or actions by opponents in the US, Iran, Saudi Arabia or Israel somehow make a deal impossible before the grant is fully implemented. Another potential risk is that negotiations on an accord or implementation phases extend beyond timeframe of the grant, and opportunities to derail diplomacy persist after resources might have been expended.  |
| **Unforeseen Need (250 words)** | In April 2015, the United States, Russia, China, France, UK and Germany agreed with Iran on a comprehensive framework to constrain Iran’s nuclear program in exchange for relieving economic sanctions. The negotiations have been going on for years now, yet the likelihood that a good deal could be concluded by June 30th has just emerged and was not foreseen in our strategy. Since serious prospects for a deal recently emerged, opponents, marshalled by Israeli Prime Minister Netanyahu and allied right-wing US pressure groups, have redoubled efforts to subvert it. Increasingly partisan efforts to kill a deal in the US include: Speaker Boehner inviting Israel Prime Minister Benjamin Netanyahu to address a joint session of Congress on Iran; a letter by 47 Republican Senators to Iran’s Supreme Leader threatening to abrogate the deal in the future; US Congressional attempts to limit the President’s authority to lift sanctions after an accord; and imposition of conditions unrelated to Iran’s nuclear program. Opponents have concurrently escalated public relations campaigns to disseminate misinformation, demonize Iran’s leaders and sow fear of Iranian nuclear weapons use against Israel and the West. Enormous effort is required to counter this unprecedented push to generate and amplify public opposition to the Administration’s efforts and create a veto-proof majority in Congress. Previously, OSF and OSPC have provided limited support to the Ploughshares Fund’s Iran Campaign and individual organizations therein. This large and effective coalition of nonproliferation, national security and media experts and organizations has successfully expanded positive political space for nuclear diplomacy in United States. Given the global ramifications of failing to reach a deal, including a potential additional military conflict in an already turbulent region, it is urgent to sustain support for the deal and its implementation by funding Ploughshares. |
| **Activities Proposed (500 words)** | Broaden and better coordinate circle of experts and validators who support diplomacy, including prominent US, European and Israeli military and diplomatic personalities, as well as Iranian human rights and civil society leaders.* Expand mainstream and social media outreach by validators along with other public and private efforts to shape the debate in support of an agreement and continued diplomacy.
* Increase outreach by coalition members and validators to policy-makers with focus on long-term impact of the deal on regional and global security issues where potential cooperation with Iran could be beneficial.
* Enable coalition partners to convene strategic events in Washington and throughout the country to highlight positive implications of a deal
* Expand research on longer term potential impacts of a deal to generate support among constituencies not yet fully engaged to support diplomacy.
* Amplify the views of Iranian human rights defenders and civil society activists regarding the potential positive ramifications of the deal and possible opportunities for expanding political space in Iran for addressing rights issues and other reforms.

Scale up Ploughshares’ Iran Campaign efforts to drive the media narrative related to the nuclear agreement and diplomatic relations with Iran.* Strengthen Campaign members’ ability to rapidly generate effective talking points and quickly create and disseminate fact sheets to key journalists and editorial boards, place op-eds and pitch experts, and track media trends.
* Drive positive messaging of the deal by deploying and enhancing the presence of the validators in the media, including placing op-eds and interviews, media appearances, jointly authoring public statements, and organizing robust media campaigns.
* Increase research capacity to track and circulate positive validator statements to key journalist and editorial boards.
* Collect and analyze statements by opposing groups and individuals and discredit their views via careful analysis and dissemination of counterarguments via mainstream and social media platforms.
* Amplify digital media campaigns to educate and mobilize the pro-diplomacy American public.
* Conduct strategic polling to help target messaging to specific audiences.
* Enhance capacity of grassroots organizations and activists to place op-eds, letters to editors in key states, and to engage with policymakers.
* Broaden public awareness of potential security, economic and other benefits that could emerge post-deal and build support for the implementation of the deal.
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| **Summary for Board Reports (100 words)** | The US and its P5+1 allies are on the verge of concluding an historic nuclear agreement with Iran, but US/Israeli hardliners are mounting an all-out campaign to scuttle the deal and/or block its implementation. In coming months, influential defenders of the agreement, organized by Ploughshares Fund’s Iran Campaign, are scaling up their campaign to build public support, drive the media narrative, and push US policymakers in support of the deal. Ploughshares seeks an additional $750,000 from OSF (and will shortly make a similar request for c4 funding from OSPC) to mobilize its network to win this critical foreign policy battle.  |
| **Collaborating Programs within OSF and essential partners or grantees** | MENASWA; OSF-DC; Ploughshares Fund; and International Campaign for Human Rights in Iran.  |
| **Contributions expected from Collaborating Programs (250 words)** |  |
| **Statement of who within OSF would guide the work** | Anthony Richter, MENASWA Regional Director; Michael Amitay, MENA Senior Policy Analyst, OSI Washington DC Programs; Rachel Reid, MENA Advocacy Regional Manager; and Farnoosh Hashemian, Iran Program Officer.  |
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| **Allocator***(See list on* [*Reserve Funds KARL*](https://karl.soros.org/communities/reserves/view.html)*)* | Name | Chris Stone |
| Date Approved |  |
| **Allocator Notes / Comments***(To be completed by allocator only)* | *(Notes/Comments - Optional field)* |
| *(Criteria checklist)*[ ]  Is this an unforeseen opportunity or a genuinely new idea to advance core open society commitments?[ ]  Is the need time-sensitive? [ ]  Are we proposing to do something that others are not doing? [ ]  Is the plan compelling? [ ]  Does the planned activity take good advantage of OSF capacity? [ ]  Is the team leading the work up to the task?  |
| **Urgency level for grant approval & payments** | [ ]  **Not** Rapid Response  |  [x]  Rapid Response *(See procedure on* [*KARL*](https://karl.soros.org/communities/reserves/files/ii.-policies/rapid-response-as-of-10-november-2014.docx/)*)* |
| **If approved, where to allocate the budget?** *(If the budget is split between multiple programs, please copy/paste this section as needed.)* | Amount |  |
| Category of Work |  |
| Division/Program Code |  |
| Entity *(i.e., FPOS, ZUG)* |  |
| Fund Class *(i.e., Lobbying/Non-Lobbying)* |  |
| Geography *(of benefit)* |  |