

**League of Women Voters —Indiana
Strategic Planning Worksheet**

| GOAL 1: PROVIDE TIMELY, EXPERT & STRATEGICALLY FOCUSED MEDIA RELATIONS. | WHO'S RESPONSIBLE | TIMELINE | PLANNED OUTCOMES | RESULTS | STATUS |
|---|-------------------|----------|------------------|---------|--------|
| Strategy 1: Develop training resources & policies for state and local leagues (LL) | | | | | |
| Action Step: Designate media spokesperson for state, local leagues. | | | | | |
| Action Step: Secure media training expertise (pro bono?) for media training for spokespersons, LL presidents, etc. | | | | | |
| Action Step: Actively recruit media persons as league members and leverage their expertise. | | | | | |
| Action Step: Develop statewide and model local league policies for developing and managing media relations. | | | | | |
| Strategy 2: Develop annual and multi-year pro-active media relations strategies and policies | | | | | |
| Action Step: Develop media relations campaign activities (Op-Ed pieces, letters-to-editor, editorial board meetings with local media, etc.) | | | | | |
| Action Step: Develop concise, timely media-related materials for position papers (executive summaries, talking points, press releases, media kits, etc.) | | | | | |
| Action Step: Buy into LVVW-US national media relations | | | | | |
| Action Step: Identify and adopt "best practices" from other statewide and national advocacy organizations. | | | | | |

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| GOAL 2: CREATE AND MAINTAIN SAVVY, FOCUSED AND CONNECTED PUBLIC RELATIONS. | WHO'S RESPONSIBLE | TIMELINE | OUTCOMES | RESULTS | STATUS |
|--|-------------------|----------|----------|---------|--------|
| Strategy 1: Develop PR/marketing campaign to "brand" LWV. | | | | | |
| Action Step: Recruit members and/or leverage PR/marketing expertise from among current | | | | | |
| Action Step: Provide PR/marketing 101 training (pro bono?) to state and LL leadership. | | | | | |
| Action Step: Develop PR materials for public distribution (newsletters, etc.) | | | | | |
| Action Step: Investigate the efficacy of a "recognition pro_gram" (awards, etc.) | | | | | |
| Strategy 2: Re-launch speakers' bureau | | | | | |
| Action Step: Recruit "expert" speakers on key topics related to LVVV position papers. | | | | | |
| Action Step: Develop timetable and identify (and train as needed) state and LL speakers for Rotary meetings, etc. | | | | | |
| Action Step: Develop and use prepared speeches on key LM/ position papers/issues for speakers' bureau | | | | | |
| Strategy 3: Build connection with opinion leaders at state and local level | | | | | |
| Action Step: Identify key opinion leaders in business, education, government, etc., | | | | | |
| Action Step: Identity, train & monitor LL and MAL members to meet opinion leaders at state and local levels. | | | | | |

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| GOAL 3: CREATE AND MAINTAIN AN ENERGIZED, ENGAGED AND GROWING MEMBERSHIP. | WHO'S RESPONSIBLE | TIMELINE | OUTCOMES | RESULTS | STATUS |
|--|-------------------|----------|----------|---------|--------|
| Strategy 1: Identity and develop local and state leadership | | | | | |
| Action Step: Identity potential state leaders from local leagues | | | | | |
| Action Step: Develop leadership through emerging leaders activities & policies | | | | | |
| Action Step: Identity expertise among local leagues members. | | | | | |
| Strategy 2: Participate in and expand Membership Recruitment Initiative | | | | | |
| Action Step: Lise mentoring, scholarships to attract younger members. | | | | | |
| Action Step: Create diversity handbook to assist LLs in recruitment of diverse members (age, race, gender, ability, etc.) | | | | | |
| Strategy 3: Develop new local leagues in underserved areas. | | | | | |
| Action Step: Identity communities without local leagues. | | | | | |
| Action Step: Research and develop community-specific strategy to create local league. | | | | | |
| Strategy 4: Increase "activity level" of members at state-level events | | | | | |
| Action Step: Increase membership services & communications to create "shared destiny" to promote participation at statewide events. | | | | | |

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| GOAL 4: PROVIDE COMPREHENSIVE, CONSISTENT MEMBER-FOCUSED INTERNAL COMMUNICATIONS. | WHO'S RESPONSIBLE | TIMELINE | OUTCOMES | RESULTS | STATUS |
|---|-------------------|----------|----------|---------|--------|
| Strategy 1: Identity processes to reach all members in systematic fashion. | | | | | |
| Action Step: Identity technology divide and provide alternative (non-electronic) communications from non-wired members. | | | | | |
| J Action Step: Maximize use of electronic communications with members. | | | | | |
| Action Step: Determine appropriate level of info exchange in all formats (briefs & in-depth info, alerts, etc.) | | | | | |
| Action Step: Develop standards for internal communications. | | | | | |
| Action Step: Investigate cost-benefit of using non-profit center staff more effectively. | | | | | |
| Strategy 2: Refine and re-define league liaison roles/expectations. | | | | | |
| Action Step: Develop "Job description" and service expectations for league liaisons. | | | | | |
| Action Step: Provide training for league liaisons and LL leaders in order to increase efficacy of personal contacts. | | | | | |
| Strategy 3: Create and/or expand leadership development services. | | | | | |
| Action Step: Identity training or professional development needs of LL leadership (president, board, etc.) | | | | | |
| Action Step: Research and develop training opportunities for LL league or identify existing , training (United Ways, etc.) | | | | | |

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| GOAL 5: PROVIDE PASSIONATELY OBJECTIVE, MEMBER-DELIVERED ADVOCACY | WHO'S RESPONSIBLE | TIMELINE | OUTCOMES | RESULTS | STATUS |
|---|-------------------|----------|----------|---------|--------|
| Strategy 1: increase LWVIN presence at Indiana State House, | | | | | |
| Action Step: Create a network of lobbyists (LAN) to provide timely action year round. | | | | | |
| Action Step: Provide on-going training of lobbyists on legislative process, key legislative issues, and lobbying techniques. | | | | | |
| Action Step: Maintain lobbying coordinator activities. | | | | | |
| Strategy 2: Strategically select legislative issues to increase impact of advocacy. | | | | | |
| Action Step: Narrow focus of advocacy to address core values & strengths of LWVIN. | | | | | |
| Action Step: Identify & "woo" legislative champions of those key issues. | | | | | |
| Action Step: Work with "champions" to introduce legislation to LWVIN agenda. | | | | | |
| Strategy 3: Create communication strategies that promote LVVV & LWVIN positions. | | | | | |
| Action Step: Expand website as an effective advocacy tool. | | | | | |
| Action Step: Develop materials (leave-behinds, talking points) to use 1-on-1 with elected officials. | | | | | |
| Strategy 4: Identify and manage partnerships that advance LWVIN strategies. | | | | | |

