

**STRATEGIC PLAN 2015–2018**  
**League of Women Voters of Boulder County**  
**ACTION STEPS/GOALS, Brief Summary**  
**10.24.17**

**Education, Action and Advocacy Ops Team, Mary Ann Wilner, Director**

**Year One**

1. Develop Communication plan between Issue Teams and BOD
2. Identify speakers from Issue Teams, ready to present at Community Conversations
3. Action VP to hold Issue Team Leaders meetings at least 2X/year
4. Issue Team leaders monthly reports for BOD
5. Encourage Issue Teams to hold regular meetings so that we can publish and encourage community participation
6. Create Issue Team Leaders' manual

**Year Two**

1. Reinvigorate Schools Team to include St Vrain School District
2. Create an Issue Team Leader Manual
3. Work with Events VP to provide at least 2 topics for Community Conversations and/or Drinks & Dialogue events
4. Increase involvement between legislators and the public
5. Work with Events VP to reach hundreds in the community with educational forums on 69, 101 and others

**Year Three**

1. Strengthen Issue Teams' skill sets through meetings/trainings and development of an IT Leaders Manual
2. Expand external education for, and communication with the public community, through Community Conversations, Drinks & Dialogue, and a Legislators' event
3. Enhance communication between the Issue Teams, Board and members through monthly communications and Program Planning meetings

**Fund Development Ops Team, Louisa Young, Director**

**Year One**

1. Mail ballot issues pamphlet with solicitation letter in the Fall
2. Update website to allow donations to view prominently
3. Develop an annual fundraising event
4. Promote grocery card usage
5. Investigate 5% day at Wholefoods and others
6. Preprinted envelopes for donations at ALL events
7. Apply for grants
8. Direct approach to members for large donations

**Year Two**

1. Establish 501 C(3) status for LWVBC

2. Suggest funding strategies for administrative position
3. Increase number of grant proposals submitted by one per year
4. Increase total funds raised through various methods (grocery cards, bulbs, dues, etc.)

#### **Year Three**

1. Obtain pledges for 2-year commitment to Administrative Assistant
2. Implement a corporate giving program targeting Boulder County companies
3. Implement a fundraising program targeting retail organizations locally and through Amazon Smile
4. Raise funds through Colorado Gives Day

#### **Governance and Leadership Ops Team, Peggy Leech, Director**

##### **Year One**

1. Review board structure
2. Revise job descriptions
3. Review nominating committee role
4. Establish practices for Issue Team – BOD communication
5. Begin study on administrative assistant
6. Establish understudy/mentoring process for BOD positions

##### **Year Two**

1. Complete study and a decision to hire an administrative assistant
2. Review nominating committee process to target recruitment of specific skills
3. Establish a speakers bureau to educate, engage voters and promote our mission
4. Develop and implement awards process – community and members
5. Investigate a volunteer program (non-members)

##### **Year Three**

1. Hire Administrative Assistant
2. Investigate and develop processes for document storage and archiving
3. Identify and develop future leaders for LWVBC

#### **Membership Ops Team, Ruth Stemler, Director**

**Did not focus on during Year One, but membership increased by 16%!**

##### **Year Two**

1. Contact each member once per year to increase membership involvement
2. Create a “New Member Welcome” program to establish a relationship with each member
3. Highlight value and benefits of membership to increase membership
4. Establish a new group category of allied non-profit organizations
5. Begin a partnership with existing youth advisory groups in Boulder County cities
6. Be part of three Drinks & Dialogue events with the Events Team

##### **Year Three**

1. Increase membership by 10% through Membership Team efforts to recruit and retain members
2. Orientation and engagement of new members through personal contact
3. Engage major portion of members in Club Express and its Membership features

4. Increase the number of members in the 16-35 age range

**Communication, Outreach & Marketing Ops Team, Rionda Osman-Jouchoux, Director**

**Year One**

1. PR/marketing professional for the BOD
2. 2 members of Latino community as members and then members of BOD
3. College internship
4. Increased internet presence
5. Show Up at community events with name badges, cards, elevator speech
6. Develop a coordinated database that can be used to inform the community what LWVBC is doing (Vertical Response)
7. Training on social mobilization for BOD and Team leaders
8. Encourage each Issue Team to write one Op Ed letter for the paper this year
9. Investigate drinks and dialogue

**Year Two**

1. Coordinate communications for issue teams and event planners more efficiently
2. Increase media presence – Facebook, Instagram, website, MeetUp.
3. Increase radio coverage and training in radio
4. Conduct a needs assessment of various software packages to manage membership lists, mailing lists, email lists, fund drives, etc. etc. and recommend a purchase

**Year Three**

1. Collect multiple use materials, emphasizing personal stories, for the newsletter, website, Facebook, etc., including photos, quotes, vignettes
2. Further efforts to engage Spanish speakers through translated articles
3. Additional statements pending re: Facebook use, posting materials, training, management, etc.

**Voter Service Ops Team, Susan Saunders, Director**

**Year One**

1. VRDs simplify, more on-line, chromebooks and different audiences and partners
2. Ballot issue presentations – *improve scheduling practices*
3. Identify ballot issues worth an educational forum and execute
4. Visit city clerks and county clerks, which areas of county to focus on?

**Year Two**

1. More VRDs especially coordinated with other organizations and for targeted populations
2. VOTE 411 expand advertising, improve preparations of voter guide, input, etc.
3. Conduct targeted candidate forums such as Perspectiva Latino
4. Ballot issue presentations – *improve scheduling practices*

**Year Three**

1. Simplify and expand Voter Registration Drive opportunities by targeting audiences for VRDs to improve registration rates
2. Identify ballot issues worthy of educational forums
3. Create writers group for ballot issues to be depended upon annually