

STRATEGIC PLAN

Beginning in 2015, the Board of Directors and other leaders meet each summer to determine how the LWVBC can maintain a path to the future for the organization, in *Making Democracy Work for All!* in Boulder County. We consider the organization's progress toward the following position in the community:

- Recognition in the County as a respected and reasoned voice; a standout among political action organizations; the place to go for balanced information; and
- A sustainable community organization people want to be part of, which both influences and builds coalitions.

Our guiding values are to maintain relevance; appreciate differing viewpoints, diversity and open-mindedness; show respect for individuals; empower the grassroots; and to be open and effective. Our primary goals are to achieve greater community engagement in LWVBC and greater LWVBC engagement in the community. We are working towards outcomes that result in more educated residents and informed voters in Boulder County; greater civic engagement; and better government and policies.

2019 Assessment and Summary Specifics

In 2019, planning efforts included an **assessment** phase that used focus groups from the larger membership, which led to a retreat, with goal setting by the Board members and other internal leaders. The **assessment summary** indicated enormous progress toward recognition and relevance in the community. Some observed areas of **progress** are:

- Membership is up 32% over the past four years. The big increase was in 2016-2017 (election year) @ 21%
- Attendance at all events is up 85% total, up 242% among non-members
 - Providing fewer member-only presentations resulted in lower attendance by members than four years ago, but member attendance in 2019 was better than in 2018.
 - We are reaching the non-member community, not just ourselves
- Ballot presentations attendance is up 127% for non-members
- Facebook followers are up 66% in the past four years
- Voter Registration Drives have increased 58%
- The website is much improved and organizational income is up

The 2019 planning retreat summary concluded with **goals** to include the following three efforts directed at five targets (next page):

- (1) increase resources, including funding, staffing and membership;
- (2) narrow our focus so we can do what we're doing more effectively; and

- (3) keep improving processes to be responsive to evolving community needs, and to move effectively and efficiently to action.

The 2019-2020 targets

- (1) 2020 Elections
- (2) The National Popular Vote Interstate Compact
- (3) Census 2020
- (4) TABOR
- (5) Climate Change

Given that membership and fund-raising numbers are up and non-member attendance at events is way up, it seems there may be more potential for increased fund-raising. Assessment and planning participants discussed what is exciting about this: more fund-raising will empower us to make a bigger difference; to better reach people who need to be informed and empowered to vote (e.g. younger people, Latinx community, low income voters); to strengthen the League's future by attracting a bigger, more engaged base of support; and to increase the predictability of resources, including staffing to get the work done.

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