



LWVBC 2020-21 Strategic Plan
(Updated 11.28.20)

Vision: LWVBC envisions a democracy where every person has the desire, the right, the knowledge and the confidence to participate.

Mission: LWVBC works to educate and empower voters, and advocate for and defend democracy.

Values: LWVBC values the relevancy of our organization; empowerment of the grassroots; civil discourse that is open-minded and inclusive of diverse perspectives and experiences; development of women leaders; fellowship; and equity.

Goals:

- Educate and empower voters
- Advocate for democracy
- Strengthen LWVBC for the future
- Foster equity, particularly for youth, people of color and other underrepresented community members

Activities and Desired Outcomes

Advocacy

Issue	Activities	Indicators	1-2 Year Outcomes	Key Partners
Money in Politics	<ul style="list-style-type: none"> • Petition signing • Endorsements • Social media/email 	<ul style="list-style-type: none"> • # of petition signatures • # of endorsements • % of Boulder Co. signautres/votes supporting 271 	<ul style="list-style-type: none"> • Pass Initiative 271 to implement a fair tax system in Colorado • Other TABOR-related, campaign finance outcomes 	Fair Tax Colorado, New Era and CU partnerships, Intercambio, BC Latino Chamber

National Popular Vote	<ul style="list-style-type: none"> • Sign, send postcards • Request endorsements • Letters to the Editor, email/social media posts; videos • March 	<ul style="list-style-type: none"> • # of postcards sent • # of endorsements • % of Boulder Co. voters who support NPV in the election 	Pass NPV Compact in 2020 election	NPV Colorado, state partners. Climate groups, people of color-led groups
Voting Methods	<ul style="list-style-type: none"> • Education on alternative voting methods • TBD 	TBD	Advance use of alternative voting method options	TBD
Census	<ul style="list-style-type: none"> • Tabling with census materials • Email/social media advocacy • Text message outreach 	<ul style="list-style-type: none"> • # of volunteers, volunteer hours • % of census participants from Boulder Co • % of underserved participating in census 	<ul style="list-style-type: none"> • High overall census participation • Higher participation among underserved community members 	State Census partner groups
Fair Maps	<ul style="list-style-type: none"> • Education on about the function and importance of an independent redistricting commission • Promote independent commission hearings 	<ul style="list-style-type: none"> • Type of outreach communications • # of Boulder Co residents participating in the hearings 	Quality participation in Independent Commission hearings, from diverse community members	<ul style="list-style-type: none"> • LWVCO, Y&Z partners • Organizations led by and serving people underrepresented; disproportionately impacted by past gerrymandering
Social Policy	TBD, to focus on education on and engagement in Boulder County critical issues and policies	TBD	TBD	TBD

Voter Service

Issue	Activities	Indicators	1-2 Year Outcomes	Key Partners
VOTE411	<ul style="list-style-type: none"> • Paid and earned media • Website mods 	<ul style="list-style-type: none"> • Rate of candidate respondents for VOTE411 questions • # of visits to website • # of partners highlighting website • % of Boulder Co. votes for key ballot initiatives (e.g. NPV) 	Continue expanding use of Vote411 system	
Candidate Forums	<ul style="list-style-type: none"> • Hold forums for all local/state rep races • Utilize paid and earned media • Recruit new moderators, host training • Pilot candidate forum partnerships 	<ul style="list-style-type: none"> • # of forums held • # of questions submitted • # of topics addressed • # of viewers (live and recorded video) • # of forums where we provided interpretation • # of partners, co-sponsors 	<ul style="list-style-type: none"> • Meet or exceed viewership for each forum, from the primary viewership levels • Increased number of questions submitted • At least three new moderators • Spanish translation for most forums 	
Ballot Initiatives	<ul style="list-style-type: none"> • Research and write-up ballot initiatives descriptions for VOTE411 • Determine LWVBC positions • Conduct ballot issue presentations, other communications 	<ul style="list-style-type: none"> • # of presentations • # of views for presentations • level of media coverage of LWVBC positions on ballot issues 	<ul style="list-style-type: none"> • More volunteers trained and active in research • Increased viewership of online materials (no ballot initiative brochure printing) • Virtual initiative presentations by jurisdiction (cities, state) 	
Voter Registration Drives	<ul style="list-style-type: none"> • Hold volunteer trainings • Conduct VRD tablings • Recruit new VRD leader 	<ul style="list-style-type: none"> • # of VRDs held • # of registrations, broken down by new registrations, modifications, etc • type of locations • # parternships for VRD tables • underrepresented populations partnered 	<ul style="list-style-type: none"> • % increase registration • % increase turnout • increase outreach to key populations 	Ask Gaythia, Sylvia, Pam M about voter demographic info

Operations

Issue	Activities	Indicators	1-2 Year Outcomes	Key Partners
Finance	<ul style="list-style-type: none"> • Modify budget layouts, financial reporting as needed • Consider transition to Quickbooks 	<ul style="list-style-type: none"> • Types of modifications, improvements made 	Increasingly clear, efficient budget and financial tracking processes	Colorado Nonprofit Association, other partners for training
Board Development Leadership Development	<ul style="list-style-type: none"> • Develop board member orientation • Conduct orientation • Implement new board structure • Create job descriptions, “operations manuals” for all leadership roles • Recruit additional board members representing youth, other underrepresented populations 	<ul style="list-style-type: none"> • Completion of key tasks • Increased % of underrepresented populations in LWVBC leadership • Increased new leaders • Increased % retention of LWVBC leaders from 2020-21 to 2021-22 	<ul style="list-style-type: none"> • Increased reported clarity of tasks; feasibility of leadership tasks • Increased reported time efficiency of leadership tasks • Increased sense of leadership opportunity 	TBD
Fund Development	<ul style="list-style-type: none"> • Mail appeal, reminder emails for recurring donations; one-time donations • Outreach to individual donors. - Personal contact by Anne and other volunteers • Submit Boulder Community and Longmont Community foundations grants • Research other grant opportunities • Add Paypal for nonprofits – adding to Zoom - ability for people to donate during virtual events • Provide tutorial on donor outreach 	<ul style="list-style-type: none"> • # donors added • # of recurring donors • % increase in average donations • total amount of funds raised • % increase in diverse funding sources • # of contacts made, tracking those contacts – mail and personal conversations 	<ul style="list-style-type: none"> • 100 donors giving \$20 per month for the fiscal year • Increased grocery card use • Increased number of major donors • Increased grant sources • Increase commitments to bequests and estate gifts • Increase in Fund Dev volunteers • Increased reported comfort/ease in donor outreach 	Membership/members Non members/community partners
Membership	<ul style="list-style-type: none"> • Host member coffees • List new members in the Voter • Hold new member orientations, with orientation materials (talking points, background videos) 	<ul style="list-style-type: none"> • # of members – retained and new memberships • % increase in diverse representation 	<ul style="list-style-type: none"> • Increase new Members participating in 3 or more events or activities per year in their first year 	

	<ul style="list-style-type: none"> • Continue to document member interests, abilities • Create member highlights – website, publications • Consider government observer corps 	<ul style="list-style-type: none"> • # of member coffees, average number of participants • # of members who actively volunteer, donate • Interactions between new members and teams e.g. schools and social policy. 	<ul style="list-style-type: none"> • Improve member re-commitment and reengagement periodically • Maintain older member contacts 	
Communications	<ul style="list-style-type: none"> • Recruit new webmaster; continue streamlining website • Publish VOTER newsletter in new format • Engage through social media (FB, Instagram, Twitter) • Submit press releases, letters to the editor, OpEds • Pitch radio coverage 	<ul style="list-style-type: none"> • # of VOTERs published • # engagements on each social media platform • # of LTEs, OpEds published • How someone heard about the event being asked/tracked • Increased click count on articles 	<ul style="list-style-type: none"> • Increased use of VOTER; increased readership • Increased media coverage of LWVBC activities, issues • Increased number of Comms volunteers • Increased social media penetration 	TBD
Equity and Inclusion	<p>Develop and begin implementing organizational Equity Plan. Plan should include:</p> <ul style="list-style-type: none"> • trainings for Board, key leaders • organizational and individual plans; support structure • additional options for membership equity engagement • partner relationships, leadership positions • clear evaluation metrics, process 	<ul style="list-style-type: none"> • Completion of key tasks • # of trainings, learning opportunities provided • rate of increased skills, awareness, new behaviors reported by leaders and members • # and % increase of diversity in leaders, partners, members • % increase in feeling of safety, support reported by underrepresented members, leaders, partners; or other evaluation metrics 	Outcomes to be determined through Equity Plan process	TBD