

2021

STRATEGIC PLAN

MORMON WOMEN FOR ETHICAL GOVERNMENT
Women of faith building a more peaceful, just, and ethical world

FAITHFUL

NONPARTISAN

PEACEFUL

PROACTIVE

OUR MISSION

*To inspire women of faith to be ambassadors of peace who transcend partisanship
and courageously advocate for ethical government*

»» STRATEGIC PLAN FOR 2021-2024

OBJECTIVE

Provide an organizational roadmap that will serve us for up to three years. Articulate areas of focus that can be broken down into both long- and short-term goals.

PURPOSE

Solidify our hard-won accomplishments and position the organization to innovate and achieve lasting success.

IMPLEMENTATION

Operationalize our MWEG values by prioritizing individual empowerment, collaboration, and meaningful social impact.

»» FIVE AREAS OF STRATEGIC FOCUS

Organizational
Impact

Institutional
& Employee
Development

Branding &
Communication

Membership
Support

Operational
Excellence

»» ORGANIZATIONAL IMPACT

We will strategically focus our external efforts, utilizing our limited resources and member activity to engage where MWEG can make a unique and consequential difference.

IMPERATIVES

1. Influence legislation and policy
2. Combat misinformation
3. Create political identities independent of party
4. Form coalitions and partnerships (linchpin relationship)
5. Maintain or expand MWEG's successful programs

»» MEMBERSHIP SUPPORT

Our membership is MWEG's most significant asset; we will define and support the member experience so women understand who we are and what we do, feel a sense of belonging, and enjoy clear pathways to individual empowerment.

IMPERATIVES

1. Create a clear member identity and pathway
2. Build chapters
3. Empower women to lead and act independently
4. Develop multiple MWEG communities
5. Diversify membership and leadership

»» INSTITUTIONAL DEVELOPMENT

MWEG will create an organization that is warm and collaborative, has clear patterns of communication, respects individual effort, and prioritizes the personal development of our leaders and volunteers.

IMPERATIVES

1. Define organizational structure and patterns of communication
2. Create and support a strong leadership community
3. Prioritize volunteer management
4. Codify project systems

»» OPERATIONAL EXCELLENCE

As an organization committed to ethical government, MWEG will observe the highest standards of ethics and integrity. We will demonstrate operational excellence on our website, on our member portal, and through other structural mechanisms.

IMPERATIVES

1. Launch a user-friendly and tightly branded website
2. Optimize the member portal
3. Increase transparency
4. Finalize internal policies and procedures
5. Codify fundraising and donor systems

»» BRANDING & COMMUNICATION

MWEG has a unique mission and purpose; we will develop new branding and communication models that will also be distinctive, recognizable, and will encourage and sustain organizational growth.

IMPERATIVES

1. Establish consistent MWEG branding
2. Tighten external messaging
3. Develop a long-term marketing strategy
4. Determine optimal fundraising and donor messaging

»» SHORT-TERM GOALS: 2021-2022

This plan also contains a set of short-term goals that have been approved by the MWEG board, which we plan to accomplish by spring 2022. These goals are representative of our broader efforts and have been chosen to communicate our current direction and demonstrate accountability to our stakeholders.

They also correspond to our areas of focus.

»» SHORT-TERM GOALS

ORGANIZATIONAL IMPACT

- Utilize platform to highlight diverse voices by ensuring that at least 50% of our attributed content presented at events and on our blog is created by women of color.
- Accelerate our legislative reach by supporting MWEG members as they participate in at least 150 meetings with their local, state, and national representatives.

»» SHORT-TERM GOALS

MEMBERSHIP SUPPORT

- Prioritize chapter development by staffing 12 state or regional chapters with trained legislative committees.
- Create a new member webinar which shares the MWEG mission and vision, introduces volunteers and staff, and connects new members directly with peacemaking and advocacy work.

»» SHORT-TERM GOALS

INSTITUTIONAL & EMPLOYEE DEVELOPMENT

- Involve at least 60% of MWEG volunteers and leaders in MWEG Leader modules and enrichment experiences.
- Establish and fill a Volunteer Coordinator position to better support MWEG's large network of volunteers, acknowledging their role as a critical organizational resource.

»» SHORT-TERM GOALS

ORGANIZATIONAL EXCELLENCE

- Fully conform to the comprehensive Standards of Ethics set out by the Utah Nonprofits Association.

BRANDING & COMMUNICATION

- Complete website site architecture audit and redesign process.

»» FIVE AREAS OF ADVOCACY

Explanation

MWEG continues to experience pressure to expand our advocacy agenda; this pressure consumes leadership attention, member focus, and resources. It dilutes our messaging. By outlining and publishing our advocacy priorities we seek to control our narrative and resources.

To be selected, areas of advocacy needed to meet the following criteria:

- *Merited and permitted within the Principles of Ethical Government*
- *Demonstrated interest among leadership and membership*
- *Potential for unique impact*
- *Support women as they develop a diverse set of skills and capacities*

»» FIVE AREAS OF ADVOCACY

**Voter Rights
& Ethics Reform**

**Women's
Empowerment**

**Environment &
Sustainability**

**Compassionate,
Lasting
Immigration
Reform**

**Anti-Racism
Efforts**

**Inspiring women of faith
to be ambassadors of peace
who transcend partisanship
and courageously advocate
for ethical government.**