



**League of Women Voter of Michigan  
2016-2018 Strategic Plan  
(adopted 5/14/2016, updated 10/8/2016)**

**Our Mission:**

The League of Women Voters, a nonpartisan political organization, encourages informed and active participation in government, works to increase understanding of major public policy issues and influences public policy through education and advocacy. *The League of Women Voters never supports or opposes candidates for office or political parties.*

**Our Values: *LWVMI will demonstrate* .....**

- Respect for all
- Non-partisanship
- Democratic principles
- Transparency/openness
- Integrity
- Civility
- Diversity
- Informed leadership and members
- Volunteerism
- Empowerment

**Our Vision: *LWVMI in the next three years will be seen...***

- ...as a “go to” organization
- ...as a respected source of balanced, factual information on public policy
- ...as an advocate for, and protector of, voter rights
- ...as a relevant, respected and influential voice advocating for change
- ...as committed to empowering local Leagues, LWV members and communities
- ...as a growing and strengthened presence promoting civic engagement and civil discourse
- ...as a key player in the campaign for redistricting

**Goal 1: Program**

***Assure LWVMI positions needed for advocacy are relevant and up to date.***

**Key Objectives:**

- 1) Consult with Advocacy Committee concerning the need for new positions and/or updates of current positions.
- 2) Recommend study of new positions or position updates to LWVMI Board.
- 3) Provide opportunities for League members to participate in program planning.
- 4) Provide support to program study committees as needed.
- 5) Inform members of our positions.

**Goal 2: Advocacy**

***Advocate on issues for which LWVMI has positions, with emphasis on priority issues.***

**Key Objectives:**

- 1) Establish and maintain a broad-based Advocacy Committee.
- 2) Engage members and others on advocacy efforts.
- 3) Educate members and the public about Advocacy issues.

**Goal 3: Voter Service**

***Educate to create a more informed and engaged electorate.***

**Key Objectives:**

- 1) Support local Leagues in doing Voter Service for elections in their areas.
- 2) Provide Michigan Voters with Online Voter Guides for Elections for Federal & State offices.
- 3) Produce and Distribute a Printed Michigan Voter Guide for November Election.
- 4) Provide Balanced Information on State Proposals and PowerPoint for Public Forums.
- 5) Hold Candidate Forums for Statewide Offices.

**Goal 4: Voter Protection**

***Protect the right to vote, including making voter registration and voting more accessible and electoral districts more representative.***

**Key Objectives:**

- 1) Promote election reform, including no reason absentee ballot and early voting.  
Oppose voting restrictions.
- 2) Support purchase and implementation of new voting machines and money for additional staff statewide and locally.
- 3) Expand enfranchisement of under- represented populations.
- 4) Educate the public on electoral reform issues, including redistricting and judicial selections.

**Goal 5: Membership and Leadership Development**

***Expand LWVMI and local League capacity for promoting and sustaining organizational growth.***

**Key Objectives:**

- 1) Increase Diversity in our state and local Leagues.
- 2) Continue development and implementation of a promotion plan for the Membership and Leadership Development Program (MLD) to engage Local Leagues (LL). Promote and support implementation of sustainable strategies and techniques.
- 3) Recruit and train a team of State MLD Coaches to provide support and coaching to Local Leagues participating in the MLD Program.
- 4) Integrate MLD Principles with LWVMI Board nominating committee and Board culture.
- 5) Work with local Leagues not a part of MLD
- 6) Develop and implement Regional workshops and/or other training opportunities that respond to identified needs for skill and capacity building.

**Goal 6: Development**

***Ensure LWVMI development capacity to effectively meet program and staffing needs.***

**Key Objectives:**

- 1) Develop a plan to expand financial support.
- 2) Publicize the "Leave a Legacy" campaign in printer Voter and on website.
- 3) Continue to send out at least two annual fundraising communications per year.
- 4) Hold silent auction to benefit Education Fund at LWV 2017 convention.
- 5) Report regularly to the board on the status of fundraising.
- 6) Continue to apply for grants from LWVUS and other sources.
- 7) Support local League fundraising education and efforts.

**Goal 7: Communication**

***Communicate effectively with internal and external audiences.***

**Key Objectives:**

- 1) Educate and engage membership (internal audience).
- 2) Educate and engage the public (external audience).