

**League of Women Voters of Michigan
Strategic Plan for May 2020-June 2021
Adopted 5/9/2020**

Our Mission: *Empower Voters and Defend Democracy*

We envision a democracy where every person has the desire, the right, the knowledge and the confidence to participate.

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 will be seen as...*

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

Goal 1: Advocacy

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

Key Objectives:

- 1) Maintain a broad-based Advocacy Committee.
- 2) Engage members and others in advocacy efforts.
- 3) Educate members and the public about advocacy issues.
- 4) Use public advocacy to build influence for future advocacy campaigns.

Goal 2: 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 VOTE411 information for elections for federal & state offices.
- 3) Produce and distribute a printed Michigan Voter Guide for the November election.
- 4) Provide balanced information on state ballot proposals, as needed.
- 5) Hold candidate forums for statewide offices, as possible.

Goal 3: Voter Protection

Protect and promote voting rights, voter access and voter representation.

Key Objectives:

- 1) Promote voter awareness and use of voting rights, especially online registration and absentee ballots.
Oppose voting restrictions.
- 2) Support funding for safe, fair and accessible election administration statewide and locally.
- 3) Expand enfranchisement of under-represented populations.
- 4) Support and monitor full implementation of the Citizens Redistricting Commission.
- 5) Monitor the selection and work of the Citizens Redistricting Commission.

- 6) Educate the public on electoral reform issues, including redistricting.

Goal 4: Program

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

Key Objectives:

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

Goal 5: Membership and Leadership Development with Diversity, Equity & Inclusion

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

Key Objectives:

- 1) Continue to engage local Leagues in the Membership and Leadership Development (MLD) Program with emphasis on Diversity, Equity and Inclusion (DEI). Promote and support implementation of sustainable strategies and techniques.
- 2) Maintain a team of State MLD Coaches to provide support and coaching to local Leagues participating in the MLD Program.
- 3) Integrate MLD and DEI principles with LWVMI Board and Nominating Committee culture.
- 4) Offer assistance to local Leagues not a part of the MLD Program.
- 5) Develop and implement regional or virtual 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) Continue implementation of the campaign for expanded, multi-year financial support.
- 2) Publicize planned giving in LWVMI publications and on website.
- 3) Continue to send out two fundraising appeals per year.
- 4) Hold silent auction to benefit Education Fund at LWVMI Convention.
- 5) Report regularly to the board on the status of fund development.
- 6) Continue to apply for grants from LWVUS and other sources.
- 7) Support local League fund development 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).
- 3) Increase usage of social media to achieve 1) and 2).