



Strategic Plan

2022-23

Mission Statement:

The League of Women Voters, a nonpartisan political organization, encourages the informed and active participation in government, works to increase understanding of major public policy issues, and influences public policy through education and advocacy.

The following strategic plan is an operational plan created to ensure that the League's mission can be achieved.

Goal 1: Increase the strength of LWVTRI by creating and maintaining a diverse, informed and committed membership.

Action steps	Performance measure	Person/committee responsible
Recruit, orient and involve new members to increase retention.	<ul style="list-style-type: none"> -Recruit 25 new members annually. -Retain 85% of members on an annual basis. -Minimum of two orientation sessions offered annually for new members. -Assign mentor to each new member. -Collect attendance data at meetings and do outreach to visitors & new members. -Partner with other community organizations to increase our diversity & encourage current minority members to be more active. -Develop a “scholarship” plan to cover the dues for low-income members. 	Membership Recruitment/Retention Committee Board
Identify current issues of public policy affecting our community and educate our members and others through effective programming.	<ul style="list-style-type: none"> -Offer educational programs through both monthly meetings, Dine & Discuss, and other events. -Increase attendance at meetings by 5% annually. -Recruit an additional 3 members for the Speakers Bureau. -Explore new ways of outreach to diversify the audience for the Speakers Bureau. -Encourage members to stay informed about local political issues 	Board Speakers Bureau Communications
Promote engagement and inclusiveness by providing members with a variety of events, both educational and social, in which they can participate.	<ul style="list-style-type: none"> -Increase percentage of members who participate in at least one League event annually. -Host minimum of three lunch and/or dinner meetings annually in each county. -Establish a committee to pursue options for local member involvement. -Invite members to lunch following program. 	Board Membership Recruitment/Retention Board

	-Involve more members in leadership through transition planning	
Gather feedback from members.	-Develop feedback tool (survey) for annual use. -Implement monthly meeting evaluation -Engage membership in development of local League program	Board Char & Kim (Member survey)
Promote member engagement through use of newsletter, social media, and other online tools.	-Maintain website and update regularly. -Promote Facebook and other social media and post new information regularly.	Communications
Develop messaging that is inclusive of a diverse audience.	-Review material before publication for images and content that are not targeted to an older, white audience.	Communications

Goal 2: Strengthen the LWV brand by increasing visibility and name awareness in the community.

Action steps	Performance measure	Person/committee responsible
Work collaboratively with community organizations in activities that support the mission of the League.	-Increase the number of coalitions with which the League is a participant. -Increase the number of collaborative projects in which the League participates.	Board
Participate in community events that provide opportunities to register and educate voters.	-Participate in a least six community events annually and offer voter registration. -Increase number of members participating in community events by 5% per year. -Create tracking mechanism for member participation in League activities such as voter registration. -Sponsor Meet and Greet and/or Candidate Forums for local elections in Lake, Sumter and Marion counties.	Board Voter Services

	-Conduct outreach to former felons in the three-county area and support them by referring them to appropriate assistance.	
Actively promote the Speakers Bureau.	-Speak to at least 25 external groups annually.	Speakers Bureau
Submit letters to the editor to local publications on behalf of LWVTRI.	-Minimum of four letters published annually.	Co-Presidents or designated member of Communications Team
Sponsor an event of interest to the community and promote it widely to non-members.	-Hold at least one major event annually that draws more than 25 non-members.	Board Communications
Investigate advertising venues and costs as a strategy to increase visibility.	-Seek sponsorship of billboard or other advertisement to promote Vote411.org	Communications Voter Services
Develop non-partisan messaging and graphic materials to be used for recruitment, name recognition, and to build awareness of LWVTRI voting resources.	-Develop materials to build awareness of the Voter's Guide and Vote411.org.	Communications Voter Services
Meet with staff of local media outlets to increase media coverage of League events.	-Minimum of six articles published in local media	Communications
Educate the public regarding information relevant to our mission.	-Publicize citizen academies in the tri-county area to gain an understanding of local government (e.g., the Resident Academy in the Villages). -Publish the on-line voter's guide. -Publish information about local elections on website.	Board Voter Services Speakers Bureau Webmaster

Goal 3: Strengthen the ability of LWVTRI's ability to achieve its mission by improving the financial strength of the organization.

Action steps	Performance measure	Person/committee responsible
Identify and solicit potential donors for projects such as the Voters' Guide.	-Promote the Education Fund. -Increase donations by 5% annually.	Board

Investigate grants that might be available from local foundations to be able to expand current and new projects.	-Recruit a grant writer from the membership to explore grant opportunities and develop proposals.	Board
Increase the number of members who join at the Susan B. Anthony membership level.	Increase by 5% annually the percentage of Susan B. Anthony memberships.	Membership