



**Mission:** Empowering Voters. Defending Democracy

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

**Values:** We believe in the power of Wyoming citizens to create a more perfect democracy

**Strategic plan development:** Developed by an ad-hoc committee of board members and Local League members. The Board of Directors adopted the strategic plan after a presentation to the board on \_\_\_\_\_.

**Oversight:** The Board of Directors and Executive Committee will review the strategic plan for updates and adjustments quarterly. When appropriate, the Board of Directors will present and approve the adjustments, which will be disseminated to the membership.

**Measurement of Success:** The strategic plan is a roadmap for the League's work from summer 2024 to 2027. For success, the plan must be a living document that evolves to meet challenges and capitalize on opportunities. Success will be measured and evaluated yearly before the Annual Convention.

**Nonpartisan Statement:** The LWVWY is proud to be nonpartisan, neither supporting nor opposing candidates or political parties at any level of government. LWVWY works on vital issues of concern to our members and the public, including voting, elections, and democracy affecting Wyoming.

### **Goals 2024 to 2027**

1. Provide Local Leagues and Wyoming citizens programming to safeguard Wyoming's elections and information to empower voters to participate fully in our democracy
2. Build organization capacity that addresses succession, redundancy, training, and sustainability
3. Develop and implement a financial strategy that allows the LWVWY to achieve operational and programmatic goals
4. Develop a comprehensive marketing campaign to increase the reach of LWVWY and Local League work to diversify membership and connection across Wyoming communities

## GOAL 1: Provide Local Leagues and WY citizens with resources that empower voters

Objective	Strategy	Activities	Timeline	Lead(s)
Increase knowledge about public office candidates	Develop a statewide voter service campaign that includes general election and voter information relevant across the state.	<ol style="list-style-type: none"> <li>1. Publish the <i>Voter Guide</i> through VOTE411 for State and Federal offices</li> <li>2. Assist Local Leagues with their Voter Guide through VOTE 411</li> <li>3. Evaluate VOTE411: post November 5, 2024</li> </ol>		
Increase knowledge about public office candidates	Develop a program similar to the <i>Adopt a Community Program</i> through VOTE411 targeting connectivity with all 23 counties by the 2026 election	<ol style="list-style-type: none"> <li>1. Connect with LWVME to determine if their <i>Adopt a Town Program</i> can inform the strategy for developing a Wyoming program</li> <li>2. Develop an implementation plan for reaching the 2026 goal</li> </ol>		
Increase voter participation	Develop a Youth Voter Registration Program and a New/First-time Voters Program broad enough to include high schools, community colleges, the UWY, tech schools, and non-school settings	<ol style="list-style-type: none"> <li>1. Analyze LWVUS resources</li> <li>2. Research WY and national <i>Get Out the Vote</i> organizations to determine partnerships and resources</li> <li>3. Connect with County Clerks to determine existing services and resources</li> <li>4. Prioritize the LWVWY work</li> </ol>		
Increase access to voter registration	Develop a strategy for the adoption of open primaries	<ol style="list-style-type: none"> <li>1. Form a LWVWY working group to determine the specific legislation and legislative support</li> </ol>		

		<ol style="list-style-type: none"> <li>2. Contact potential partners and solicit interest and resources</li> <li>3. Connect with other State Leagues that have recently adopted an online registration system to gather existing resources</li> <li>4. Develop education materials for legislators and the public</li> <li>5. Develop and implement a marketing plan to generate public support</li> </ol>		
Educate our citizens about issues and topics important for our democracy	Develop unique programming in partnership with statewide organizations	<ol style="list-style-type: none"> <li>1. Form ad-hoc Education Outreach Committee</li> <li>2. Choose relevant topics for two presentations per year, such as redistricting or the Electoral College</li> </ol>		

<b>GOAL 2: Build organization capacity that addresses training, resiliency, succession, and sustainability</b>				
<b>Objective</b>	<b>Strategy</b>	<b>Activities</b>	<b>Timeline</b>	<b>Lead(s)</b>
Develop a highly effective and efficient working Board	Review the current board structure	<ol style="list-style-type: none"> <li>1. Evaluate the current Board committee and workflow systems</li> <li>2. Identify and implement necessary changes to standing and ad-hoc committees and workflow</li> <li>3. Create a tracking system for board and committee volunteer solicitations and work</li> </ol>		

Develop a highly effective and efficient working Board	Develop a board recruitment and orientation system to enable new members to engage quickly and effectively	<ol style="list-style-type: none"> <li>1. Establish the needs and qualifications for board membership and board diversity goals</li> <li>2. Establish a recruitment strategy, timeline, and materials</li> <li>3. Review and update existing orientation materials, Summer 2024,</li> <li>4. Create a new board member mentor system: Fall 2024, Executive Committee</li> </ol>		
Develop an effective advocacy system	Identify a strategy for developing the lobbyist role	<ol style="list-style-type: none"> <li>1. Explore sharing a lobbyist with Equality State Policy Center or other strategy: Post-election, Legislative Committee, November-December 2024</li> </ol>		
Develop an effective advocacy system	Further develop communication tools to efficiently and effectively communicate with members	<ol style="list-style-type: none"> <li>1. Determine the use and structure of MailChimp and Bill Track 50 for the Legislative Session: Legislative Committee, November-December 2024</li> </ol>		
Develop an effective advocacy system	Develop a communication system to address time-sensitive communications	<ol style="list-style-type: none"> <li>1. Review current proactive and system for efficiency and redundancy</li> <li>2. Determine if changes need to be made</li> </ol>		
Develop organizational capacity to fulfill organization and programmatic needs	Create a part-time paid position through an intern program	<ol style="list-style-type: none"> <li>1. Research paid internships through the WY Department of Workforce Services, community colleges, and the UW</li> </ol>		

		<ol style="list-style-type: none"> <li>2. Develop a job description to include marketing and outreach</li> <li>3. Develop a supervisory structure</li> <li>4. Establish a salary funding stream</li> <li>5. Create and approve a contract</li> </ol>		
Develop organizational capacity to fulfill organization and programmatic needs	Create a volunteer system to connect volunteers with discrete tasks	<ol style="list-style-type: none"> <li>1. Evaluate the LWVCO micro-task volunteer system</li> <li>2. Establish the volunteer support structure</li> <li>3. Develop and implement a volunteer recruitment marketing plan</li> </ol>		

<b>GOAL 3: Develop and implement a financial strategy</b>				
<b>Objective</b>	<b>Strategy</b>	<b>Activities</b>	<b>Timeline</b>	<b>Lead(s)</b>
Develop a sound financial structure that enables operations and programs to flourish	Form a Finance Committee to devise and implement a 3-year resource development strategy with yearly fundraising goals	<ol style="list-style-type: none"> <li>1. Solicit Finance Committee Members: Summer 2024, Executive Committee</li> <li>2. Establish Committee working structure: Summer 2024, Chair</li> <li>3. Develop a resource development plan: Fall 2024, Finance Committee</li> </ol>		
Develop a sound financial structure that enables operations and programs to flourish	Implement a 3-year resource development plan	<ol style="list-style-type: none"> <li>1. Identify and apply for grants (national and state nonprofits and financial industry and private foundations)</li> <li>2. Identify individual donors to solicit targeted support</li> <li>3. Solicit membership, coordinated with local leagues</li> </ol>		

		<ul style="list-style-type: none"> <li>4. Develop a WyoGives marketing and implementation plan</li> <li>5. Evaluate the efficacy of establishing an estate/legacy donor program</li> </ul>		
Ensure the organization's vision by focusing on prioritized activities	Identify overlap between LWVWY and NGOs to capitalize on resources and eliminate redundancy	<ul style="list-style-type: none"> <li>1. Identify LWVWY unique contributions (e.g. Voter Services through VOTE411)</li> <li>2. Explore strategic formal partnerships to increase capacity</li> </ul>		

**GOAL 4: Develop a comprehensive marketing campaign to increase the reach of LWVWY and Local League's work to diversify membership and connection across communities**

<b>Objective</b>	<b>Strategy</b>	<b>Activities</b>	<b>Timeline</b>	<b>Lead(s)</b>
Increase engagement and outreach with WY voters	Develop a marketing strategy describing the LWVWY mission and services and how to support the work	<ul style="list-style-type: none"> <li>1. Form a Marketing Committee to develop a post-election strategy</li> <li>2. Inventory and update current marketing materials</li> <li>3. Develop a marketing plan</li> <li>4. Develop print assets that can be easily updated and used by Local Leagues during the 2024 election</li> <li>5. Develop video assets that can be used on social media and a variety of Local and Wyoming League events</li> <li>6. Research the marketing needs of and strategies used by Local Leagues</li> <li>7. Nominate a person or organization for the LWVWY Making Democracy Award</li> </ul>		

Increase engagement and outreach with WY voters	Build a working partnership with Wyoming's County Clerks, the Secretary of State, and their Election Office, to publicize voter and election information	1. Initiate a conversation with the Wyoming's County Clerks Association		
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