



LWVNC Strategic Plan

Drafted August 2024

The Power of Grassroots Persistence

The grassroots network of the League of Women Voters has the power to affect great change in our communities. Defending democracy and empowering voters across North Carolina can create productive community engagement with local and state governments, help mobilize citizens to vote, and make sure residents are aware of issues affecting voting rights in North Carolina. It is the LWVNC board's responsibility to support every local League and fuel the fire that helps them achieve their goals.

Mission

Empowering Voters. Defending Democracy.

Vision

LWVNC envisions a North Carolina where voting rights are protected, voting is accessible to all citizens, and where our residents are informed about the legislative issues affecting them.

Strategy 1

Develop initiatives that inspire local Leagues in their work to strengthen democracy and empower voting rights in NC.

- **Accessibility:** Ensure voting is accessible to eligible voters regardless of their background or circumstances
- **Advocacy and Policy Work:** Advocate for policies at the state level that protect voting rights. Work with lawmakers and other stakeholders to push for meaningful reforms.
- **Inspiring Civic Engagement:** Use storytelling and community events to inspire people to become more actively involved in democracy beyond voting.
- **Campaign Finance Reform:** Push for transparency and accountability in political financing to reduce money's influence in politics.
- **Redistricting Reform:** Advocate for nonpartisan or bipartisan redistricting processes to prevent gerrymandering and ensure that electoral districts accurately represent the population's diversity and interests.

Strategy 2

Increase the League's footprint within diverse communities and broaden membership to reflect the cultural makeup of the communities/our state and increasing League membership statewide.

- Identify groups of people who LWNVC is not reaching/lacking in membership and engage nonpartisan agencies who share LWV values representing these populations, such as HBCUs, ESL programs, community aid agencies, community colleges, etc. Host engagement events and distribute LWV voting and election information in identified locations.
- Engage trusted agencies to build relationships and help disseminate League information in a culturally appropriate and sensitive manner.
- Maintain a database of trusted agencies and contacts, especially noting culturally significant details, ideas and action.
- Provide resources to local Leagues in several languages.
- Increase capacity by increasing funding through activities such as grant writing training, which will aid in increasing visibility and materials LWNVC is able to provide to local Leagues.
- Provide leadership support and training for new presidents and board orientations to enhance leadership and facilitate the succession of new leaders.

Strategy 3

Strengthen LWNVC's organizational capacity.

Organizational capacity grows because of a strong and growing membership, engaged board of directors, well-informed and oriented local League leadership, and a stellar reputation supported by an aggressive visibility campaign. A strong and fulsome capacity supports several growth objectives.

- Identify strategies for leveraging our current visibility efforts, increasing awareness of the League and amplifying the advantages of membership.
- Develop fundraising goals and a strategy to support League activities and the employment of full, part-time or contract staff support. Develop long-range plans that include roles for staff and job descriptions.
- Define staff support priorities and positions. Develop criteria and timeline for a hiring process.
- Conduct leadership training to welcome new board members to local League boards.
- Support new onboarding practices and develop new president primer, basic governance training and expand opportunities for board members with similar portfolios to exchange information.