LWVMN STRATEGIC PLAN - 2024-2026

OUR VISION

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

OUR MISSION

Empowering voters and defending democracy through voter education and engagement, advocating for democracy, encouraging civic participation, and supporting local League leaders and members.

VOTER EDUCATION + ENGAGEMENT

Trusted Source. Unbiased. New and Youth Voters.

- Educate on New Laws Candidate Forum -
- Support & Marketing - Vote411 Voter Guide
- Presidential Primary
- Naturalization Ceremonies
- Restore the Vote
- High School Collaborative

Stretch Goals-More Forums, Vote411 Marketing

ADVOCATE FOR DEMOCRACY

Bold Voice for Democracy. Member Involvement. Partnerships.

- Legislative Priorities + Partners - ERA-MN, MEP, Common Cause for Redistricting
- Member Advocacy Training
- Lobby & Observer Corps
- Capitol Letter, Action Alerts & Legislative Interviews

Stretch Goals-Support ERA Constitutional Amendment

CIVIC PARTICIPATION

Mis-Disinformation. Urban/Rural Divide. Focused Communication.

- County Voter Engagement Teams
- Greater Minnesota Outreach & Media
- Post-Election Review Audit Observation
- Elections 411
- Public-facing Website
- Member Stories - Podcast Series

Stretch Goals-LL's attend County Fairs/State Fair

LOCAL LEAGUE SUPPORT

Personalized LL Leader Engagement. Member Orientation. Training.

- Local League Leader 1:1 Connections
- Member Monthlies
- January Jumpstart & August Academy
- Convention/Council
- Monthly Calls, Technical Assistance, Best Practices
- LWVUS Membership

Stretch Goals-Addl. New Member Marketing

STATE LEAGUE OPERATIONS

Sustainable. Governance. Leader Succession Planning.

- SmartGivers + Strategic Plan Implementation
- Donor Engagement
- Budget & Facilities Management
- Local League Leader and Board Succession
- Human Resources
- New League Formation

Stretch Goals-Staff for Development/Membership

LWV LEAGUE OF WOMEN VOTERS® OF MINNESOTA

OUR VALUES

Empowering * Nonpartisan * Fact Based
Diversity, Equity & Inclusion * Collaborative