



# **STRATEGIC PLAN**

**2025-2028**



## **WHO WE ARE**

The League of Women Voters is a nonpartisan, grassroots organization working to protect and expand voting rights and ensure everyone is represented in our democracy. LWVUS empowers voters and defends democracy through advocacy, education, and litigation, at the local, state, and national levels.

## **MISSION**

Empowering voters and defending democracy

## **OUR VISION**

Strengthen and expand connection and collaboration among League members and among all Delawareans through voter education and engagement, public policy advocacy, and support of our local Leagues

## **INDIVIDUAL LWVDE GOALS AND OBJECTIVES**

### **▪ GOAL #1: IMPROVE COMMUNICATIONS AND MARKETING**

**\*\*with LWVDE members AND the public**

#### **OBJECTIVES**

- Demonstrate who LWVDE is and better highlight our accomplishments
- Increase public usage of Vote411
- Strategic Communications Committee – established and making good progress; still in need of a dedicated PR Chair
  - Strengthen relationships with local press
    - leverage connections with Local Journalism Collaborative and new independent outlets like Spotlight Delaware
    - designate press contact(s)
- Website consolidation and improvement- already happening, and we will continue to evaluate the best ways to utilize and present the website to both members and the general public
  - Be mindful of showing the diversity of the League
- Modernize and expand social media engagement to ensure we are using it strategically and to the full potential
- Endeavor to reach diverse audiences with differing communication styles
- Explore the most effective ways to communicate and share information between and among state and local leagues
- Continue and improve messaging with the VOTER, but evaluate more frequent LWVDE communications than just quarterly
- Utilize technology to our benefit
- Track, highlight, and utilize our data better

▪ **GOAL #2: EXPAND AND PRIORITIZE MEMBERSHIP  
RECRUITMENT AND SATISFACTION**

**OBJECTIVES**

- Leverage new LWVUS membership platform strategically through communication with local leagues
- Develop strategies to reach new members from diverse groups and communities, including younger individuals and working individuals
- Encourage and aid local league outreach to new members (activities similar to what the Sussex league is already doing)
- State board representative on local league membership committees
- Endeavor to regularly assess new and old member satisfaction and inquire as to what we could do better to improve engagement and likelihood to volunteer for tasks and committees
- Encourage new members to join Advocacy Corps to highlight one of our strengths
- Empower members to be ambassadors for the league

▪ **GOAL #3: EXPAND ELECTION SUPPORT AND VOTER  
EDUCATION**

**OBJECTIVES**

- More candidate forums for state and federal offices
- Re-establish LWVDE Candidate Forum committee—find new committee chair and member volunteers; expand partnerships with other organizations who also conduct forums
  - Review and update documents related to state and federal level forums
- Vote411—increase visibility and funding
- Increase membership involvement in voter education activities, especially Vote411

▪ **GOAL #4: STRENGTHEN RELATIONSHIPS WITH PARTNER / ALLY ORGANIZATIONS**

**OBJECTIVES**

- Continue partnerships with current ally organizations (and coalitions) and endeavor to find and work with new partner organizations, especially those that reach diverse communities and younger demographics

▪ **GOAL #5: IMPROVE FINANCIAL STABILITY AND CAPACITY**

**OBJECTIVES**

- Recruit Chair of Finance Committee and active members—Finance Committee will need to react to and evaluate impact of new Chapter Spot membership system; develop a process for obtaining and appointing Chair
- Finance Committee will work with Treasurer and independent party to conduct review of LWVDE financial records
- Evaluate Vanguard Fund
- Expand fundraising efforts, particularly in the areas of legacy donation solicitations; fundraising committee to continue to oversee efforts such as DoMore24 and expand to other opportunities
- Explore grant opportunities and designate member to oversee

▪ **GOAL #6: SUSTAINABLE LEADERSHIP RECRUITMENT AND TRAINING**

**OBJECTIVES**

- More contact with younger league members to encourage involvement and give them the opportunity to meet as many members as possible
- Ask local leagues to encourage new member participation in state-level committees and Advocacy Corps portfolios
- Undertake better mentoring efforts
- More thorough orientation and training for state leaders
- Invite active local league members to attend state board meetings
- Develop succession plans for board and officer positions, as well as Committee Chairs and include regular training updates for members with leadership interest and potential

▪ **GOAL #7: EXPLORE POSSIBLE RETENTION OF PART-TIME EXECUTIVE DIRECTOR**

**OBJECTIVE**

- Establish committee to conduct appropriate research on feasibility and financial requirements to obtain part-time executive director

▪ **GOAL #8: EVALUATE KENT COUNTY LEAGUE STATUS**

**OBJECTIVES**

- Status meeting(s) with Kent County League members
- Assess if there are enough Kent County league members and leaders to remain viable
- Investigate possibility of re-assigning or permitting members to join other local leagues

- Designate board members to facilitate communications with Kent league members