League of Women Voter of Michigan
2016-2018 Strategic Plan
(adopted 5/14/2016, updated 10/8/2016)

Our Mission:
The League of Women Voters, a nonpartisan political organization, encourages informed and active participation in government, works to increase understanding of major public policy issues and influences public policy through education and advocacy. The League of Women Voters never supports or opposes candidates for office or political parties.

Our Values: LWVMI will demonstrate ......
- Respect for all
- Non-partisanship
- Democratic principles
- Transparency/openness
- Integrity
- Civility
- Diversity
- Informed leadership and members
- Volunteerism
- Empowerment

Our Vision: LWVMI in the next three years will be seen...
- ...as a “go to” organization
- ...as a respected source of balanced, factual information on public policy
- ...as an advocate for, and protector of, voter rights
- ...as a relevant, respected and influential voice advocating for change
- ...as committed to empowering local Leagues, LWV members and communities
- ...as a growing and strengthened presence promoting civic engagement and civil discourse
- ...as a key player in the campaign for redistricting

Goal 1: Program
Assure LWVMI positions needed for advocacy are relevant and up to date.
Key Objectives:
1) Consult with Advocacy Committee concerning the need for new positions and/or updates of current positions.
2) Recommend study of new positions or position updates to LWVMI Board.
3) Provide opportunities for League members to participate in program planning.
4) Provide support to program study committees as needed.
5) Inform members of our positions.

Goal 2: Advocacy
Advocate on issues for which LWVMI has positions, with emphasis on priority issues.
Key Objectives:
1) Establish and maintain a broad-based Advocacy Committee.
2) Engage members and others on advocacy efforts.
3) Educate members and the public about Advocacy issues.
Goal 3: Voter Service

*Educate to create a more informed and engaged electorate.*

**Key Objectives:**
1) Support local Leagues in doing Voter Service for elections in their areas.
3) Produce and Distribute a Printed Michigan Voter Guide for November Election.
4) Provide Balanced Information on State Proposals and PowerPoint for Public Forums.
5) Hold Candidate Forums for Statewide Offices.

Goal 4: Voter Protection

*Protect the right to vote, including making voter registration and voting more accessible and electoral districts more representative.*

**Key Objectives:**
1) Promote election reform, including no reason absentee ballot and early voting. Oppose voting restrictions.
2) Support purchase and implementation of new voting machines and money for additional staff statewide and locally.
3) Expand enfranchisement of under-represented populations.
4) Educate the public on electoral reform issues, including redistricting and judicial selections.

Goal 5: Membership and Leadership Development

*Expand LWVMI and local League capacity for promoting and sustaining organizational growth.*

**Key Objectives:**
1) Increase Diversity in our state and local Leagues.
2) Continue development and implementation of a promotion plan for the Membership and Leadership Development Program (MLD) to engage Local Leagues (LL). Promote and support implementation of sustainable strategies and techniques.
3) Recruit and train a team of State MLD Coaches to provide support and coaching to Local Leagues participating in the MLD Program.
4) Integrate MLD Principles with LWVMI Board nominating committee and Board culture.
5) Work with local Leagues not a part of MLD
6) Develop and implement Regional workshops and/or other training opportunities that respond to identified needs for skill and capacity building.

Goal 6: Development

*Ensure LWVMI development capacity to effectively meet program and staffing needs.*

**Key Objectives:**
1) Develop a plan to expand financial support.
2) Publicize the “Leave a Legacy” campaign in printer Voter and on website.
3) Continue to send out at least two annual fundraising communications per year.
4) Hold silent auction to benefit Education Fund at LWV 2017 convention.
5) Report regularly to the board on the status of fundraising.
6) Continue to apply for grants from LWVUS and other sources.
7) Support local League fundraising education and efforts.

Goal 7: Communication

*Communicate effectively with internal and external audiences.*

**Key Objectives:**
1) Educate and engage membership (internal audience).
2) Educate and engage the public (external audience).