

LWW

LEAGUE OF WOMEN VOTERS[®]
OF COLORADO



Strategic Objectives

Fiscal Year 2021-22

Our Mission:

“Empowering voters. Defending democracy.”

Has the meaning of our mission changed?

- Defending democracy **for all**

Empowering Voters

- Resources to make **informed** votes and be **civically active**
- **Access** to protect voting rights while promoting ease and security
- Justice for all Coloradans, especially those whose **voices aren't amplified**

Defending Democracy

- **40% of citizens** believe the 2020 election was rigged and/or fraudulent
- **Educating** people about the **veracity** of our democratic systems
- The League needs to be seen as a **catalyst for justice**



Our Vision

A group that electeds and campaigns want on their side and quake when we're not

A leader in the movement towards social justice

Both proactive and reactive

A nonprofit known for advocating for justice for all and the American dream for all

A FORCE TO BE RECKONED WITH

A grassroots powerhouse incorporating perspectives from across the state

Pivots seamlessly while maintaining focus

Representative of our state geographically, economically & culturally

(These ideas came from strategic planning in 2018.)

Where are we in these broad goals?

- **Gov. Polis** called us twice last session to **discuss legislation**.
- Last year, we hosted over a **dozen presentations** by electeds (they come when we call).
- Our **media presence** and **statewide reach** has grown.

There is still a lot of work to be done. These goals will be ongoing.

2018-20 Strategic Plans

Development Of Vision

- Transition started 3 years ago in **alignment** with LWVUS
- Cultural shift from group that **studies** issues to group that **acts** on issues



Local League Support Position

- Created as formal liaison between LWVCO and Colorado Leagues

Improved Technology

- LWVCO and all but 2 Local Leagues use Club Express
- Zoom has allowed geographical expansion of our BOD and the LAC

Simplification Of Board Structure

- 4 Vice-Presidents down to 1 VP
- 7-hour Board meetings down to 2 hours

2018-20 Strategic Plans (continued)

Staff

- 2018: 2 staffers devoted 38 hours/week
- Now: 5 staffers devote 120 hours/week

Communications

- Previously: quarterly e-newsletter; infrequent Facebook and Twitter; mailed Legislative Letter
- Currently: 2 monthly newsletters; active presence on 5 major social media platforms; Legislative Action Report is an interactive webpage

JEDI (Justice, Equity, Diversity & Inclusion)

- Increased number of educational events
- Leadership has more geographic and age diversity than ever



GOAL #1: Shift League Culture

- **Value perspectives over League experience**
 - Engage people based on who and where they are
 - The League can fit people as opposed to people fitting into the League
- **Focus on engagement over membership**
 - Impact change, increase visibility → members follow
- **Use language of abundance over want**
 - Want diminishes value and reduces privilege of working with the League
 - Examples: “We don’t have the money / No one wants to join / We don’t know how / The same people do everything.”
 - Attract more people, money, and attention by emphasizing positive

GOAL #1: Shift League Culture (continued)

- Move from self-segregation to varied partnerships
 - Leagues may partner with an organization based on a shared position as long as the focus is on that position
 - Branch out to be less insular while still retaining nonpartisan reputation
- The foundation of each of these must be honest respect

GOAL #2: Expand Our Brand As A Social Justice Organization

This identity and direction is in alignment with LWVUS. We are a social justice organization because **we believe in and fight for justice for all.**

Our nation is closer than ever to a **collective understanding of our systemic inequities.** People who never really thought about race and privilege are becoming more aware and are baffled by their own ignorance.

Let's rework how we present ourselves! We are a **powerful, diverse group of advocates,** lobbying on behalf of Colorado and focusing on its most vulnerable residents. **We welcome anyone that wants to stand with us.**



The League has advocated for voting rights, equal rights, immigration reform, reproductive rights, gun safety, climate protection... all significant social issues.

OBJECTIVE #1:

Stronger Alignment of Messaging & Programming with Colorado Leagues

Asset Framing Training

- Focus on strengths, contributions rather than deficits
- Train current, emerging leaders

Member Engagement & Leadership Development Support

- Resources clearinghouse
- Advice from Leagues outside Colorado

Simplify & Clarify Collaboration

- Program planning process
- Changes to Positions for Action

OBJECTIVE #1 (continued)

Stronger Alignment of Messaging & Programming with Colorado Leagues

Prepare for Program Director(s)

- Staff = consistent Local League support
- Develop position to work directly with Local Leagues
- Not less for volunteers to do; staff creates and stabilizes programs for volunteers to run

Increased Support Through Forums

- Fundraising, communications, programs, and administration
- Stronger recruitment of non-metro members to LAC
- Increased use of our shared calendar

OBJECTIVE #2: JEDI (Justice, Equity, Diversity & Inclusion)

*Our JEDI work at Local League, public, and Board levels must be **visible and impactful**.*

Formal Trainings

Book & Film Clubs

**Education About
Nonpartisanship &
Partnerships**

**JEDI Forum For
Local Leagues**

OBJECTIVE #3: Modernize Voter Services To Reach Underserved Audiences

More Video, Less Print

- YouTube
- Facebook Live & Instagram Live
- TikTok

Get Out The Vote

- Shift focus from registration to education
- Local elections
- Use VAN data

Develop Statewide Program Supporting Incarcerated Voting

Limit Registration Activities to Vulnerable and/or High-Opportunity Populations

OBJECTIVE #4: Development of Civics Education Programming

- In alignment with the LWVUS Democracy Truth Project
- Develop programs as a remedy to mis/disinformation



DEMOCRACY TRUTH PROJECT

Countering mis- and disinformation to build more trust in our elections.

EXPAND THE FRANCHISE

Increasing voter participation through our VOTE411.org platform.

DEMOCRACY DEFENSE FUND

Protecting voting rights through legal and grassroots action.

PEOPLE POWERED FAIR MAPS™

Building electoral districts that fairly represent the people.

OBJECTIVE #5:

Add Proactive Measures to Advocacy While Maintaining Reactivity

Revamp the Legislative Action Committee

Lighten the volunteer lift

Allow for more age &
geographic diversity

Maintain economic diversity

Draft legislation regularly

17-year-olds voting in primaries
if 18 by election day

Postage-paid ballot return
envelopes

- Dropboxes only help if you're mobile
- Stamp = poll tax

INFRASTRUCTURE

Staff Benefits Packages

- Ad hoc committee to study

Evaluative Software

- Showcase action impacts
- Customer relationship management (CRM) program to track donors/shareholders

TO BE COMPLETED

- Whitepaper on the history of Colorado's gold standard in election systems

JUNE 2022

PRIMARIES

- Senate, Governor, and (possibly) Secretary of State
- Candidate forums

LWVUS CONVENTION IN DENVER

- Save The Date: June 23-26
- We will be hosting events
- LWVUS will announce major new programming to eliminate the electoral college

MISSION:
EMPOWERING VOTERS. DEFENDING DEMOCRACY.

VISION: A FORCE TO BE RECKONED WITH.

GOAL:
SHIFT CULTURE

GOAL:
EXPAND OUR BRAND
AS A SOCIAL JUSTICE ORGANIZATION

JEDI trainings & discussion at BOD, Local League, & public levels

- Formal trainings
- Book clubs
- Local League Forum
- Education re partnerships & nonpartisanship

Stronger alignment with Local Leagues on messaging & programming

- Member engagement & leadership development support
- Forums for treasurers, fundraising, communications, programs
- Asset framing training
- Improved collaborative program planning
- Prepare for program director

Modernize Voter Services

- Focus on GOTV
 - Develop GOTV goals using VAN data
- Incarcerated voting
 - Develop messaging on importance of local elections
- Expanded media

ONGOING:
-- Whitepaper on Colorado's elections systems history

Development of Civics Education programming in alignment with LWVUS's Democracy Truth Project

INFRASTRUCTURE:
-- Study benefits packages for staff
-- Study CRM

Add proactive measures to Advocacy while maintaining reactivity

- Revamp LAC to allow for more age & geo. diversity
 - Add evaluative software for Action Alerts
- Draft legislation



Staffing Plan

FY22

1 FT Executive Director
1 FT Operations Manager
1 year-round non-dedicated lobbyist
1 PT communications manager
1 contract grant writer
1 PT development manager (to be hired) (+\$40K)

FY23

1 FT Executive Director
1 FT Operations Manager
1 year-round non-dedicated lobbyist
1 PT communications manager
1 FT development director (+\$35K)
2 program managers (PT) or 1 FT (+\$70K)

FY24

1 FT Executive Director
1 FT Operations Manager
1 dedicated lobbyist (+\$65K)
1 PT communications manager
1 FT development director
2 program managers (FT) (+\$70K)