

LWW LEAGUE OF WOMEN VOTERS®
OF COLORADO

FY25

FY27

Strategic Plan



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Overview

In alignment with LWVUS's Transformation Journey, LWVCO completed a five-year strategic plan in 2023 that included expansion of staffing, technology, and communications.

Following analysis of member and partner surveys, focus groups, and interviews, we're proud to present goals and objectives that will guide us for the next three years.



The Research Behind

Information about the current and future state of LWVCO was gathered to inform this plan, including:

- Member Survey - 175 responses
- Focus Groups - 43 participants
- Partner Organizations - 7 interviews
- SWOT Analysis - informed by LWVCO Board of Directors



Vision and Mission

MISSION: Empowering Voters, Defending Democracy.

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

Organizational Values



Collaboration



Nonpartisanship

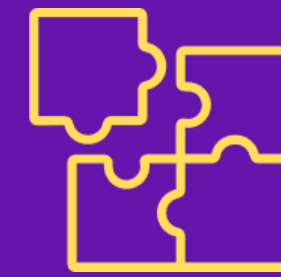
Equity



Diversity

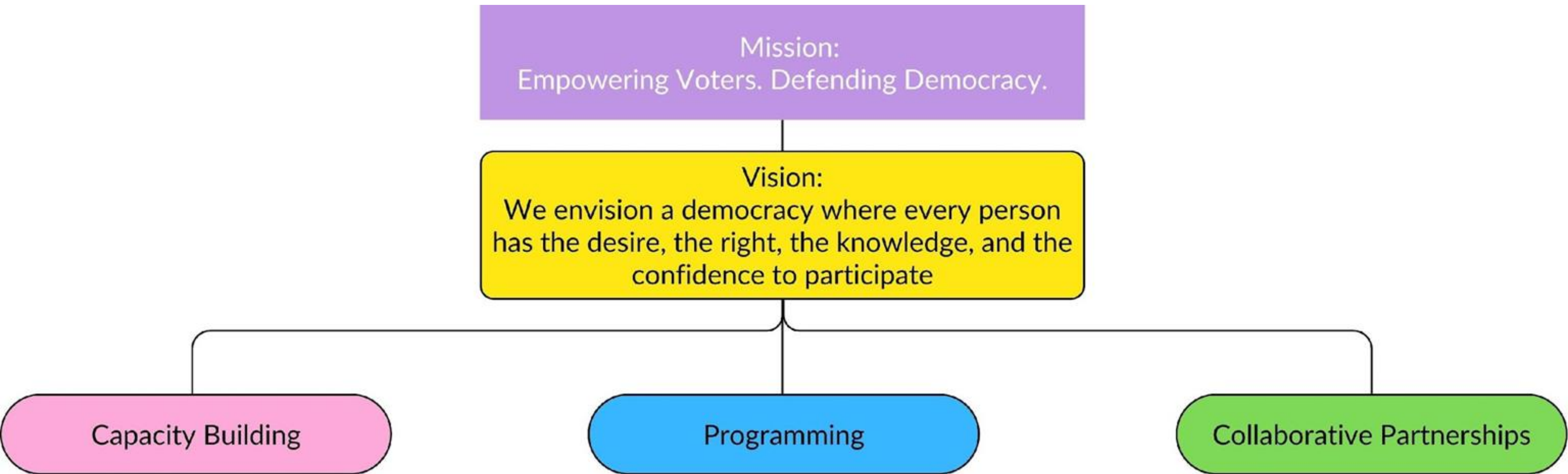


Transparency



Integrity

FY25-FY27 STRATEGIC PLAN IN A NUTSHELL



Strategic Goal:

CAPACITY BUILDING



Objectives:

- Align Local & State Leagues:
 - Provide direct, consistent support & guidance in leadership development, member recruitment & engagement, JEDI, advocacy, communications
 - Offer restructuring options to Local Leagues
- Grow Organizational Sustainability:
 - Strengthen infrastructure through expanded donor stewardship, grant writing, and earned revenue programs.
 - Expand Board training on fundraising and ambassadorship.
- Increase Public Understanding of Impacts:
 - Develop strategies for greater awareness of LWVCO's impacts by partners, legislators, and the general public

Strategic Goal: PROGRAMMING



Objectives:

- Continue to Expand Action & Advocacy:
 - Grow our advocacy work for legislative and policy changes at the local and state levels to protect and expand civil/human and voting rights and social justice
 - Expand communications of these activities
- Modernize Voter Mobilization:
 - Support data-led voter mobilization efforts amongst local Leagues, including postcard campaigns, phone banking, and targeted community events, to increase voter turnout during elections
 - Promote collaboration with local organizations to amplify outreach efforts
- Promote Civic Empowerment:
 - Promote informed voting and civic engagement beyond voting by educating about and encouraging

Strategic Goal: COLLABORATIVE PARTNERSHIPS



Objectives:

Expand targeted partnerships, including social justice, governmental, and civic engagement organizations, to increase the League's:

- Presence and reach
- Impact
- Innovation
- Resource sharing
- Reputation for inclusion & collaboration

The Teams



LWVCO Board of Directors



Local Leagues



LWVCO Staff



Partner Organizations



Thank You!

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