

Strategic Plan July 2018- June 2020

League of Women Voters of Camden County, NJ

Drafted by Kristin Burke, President 2018-2019

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Approved by the Board of Directors September 14, 2018

PAGE ONE - BACKGROUND, VISION, LWFV NJ AND LWFVUS STRATEGIC PLANS

Strategic Plan Need:

As we grow both in size and enthusiasm, our growth should be thoughtful, manageable, and productive. “**Focus**” is a key concept under which we should operate during this period of expansion. Our future holds great things, but only if we can shepherd our programs in an organized way that allows us to build, year after year. We should always consider the bigger picture, our long-term vision, and moonshot ideas; but without **focus** in the next few years, we will risk becoming scattered and our efforts diffuse.

With that in mind, we must **focus** on the following:

- Capitalizing on our strengths (not over-reaching or doing things beyond our expertise)
- Setting achievable/measurable goals (set ourselves up for success/know what success looks like)
- Choosing goals that align with the League’s mission and the LWFVUS-approved Making Democracy Work Campaign (see below)

Two-year Goal

The LWFVCC has expanded its programs and services to reach more Camden County voters/future voters. The LWFVCC has made demonstrable gains in membership, fundraising, and community visibility (known by individuals and by other service organizations). Increasing our size, funding, and publicity contribute toward the first part of the goal and toward the long-term vision.

Long-term Vision

The LWFVCC is a trusted nonpartisan organization that is seen as the go-to citizen resource in Camden County for voter information, education, and support. Local government and other civic organizations respect LWFVCC and seek our partnership and input. Camden County voters are more engaged than they were in the past (demonstrated by increased voter turnout, candidate forum attendance, etc.).

LWFV NJ and LWFVUS Strategic Plans; LWFVUS Transformation Roadmap

LWFVCC members are encouraged to review the following documents in order to understand the larger League plans through 2020, and to see how the LWFVCC strategic plan complements these.

- LWFV NJ 2017-2020 Strategic Plan: [Numbered pages 53-61 of 2017 state convention workbook](#)
- LWFVUS 2016-2020 Strategic Goals: [Chart of goals](#)
- LWFVUS Transformation Roadmap: [Executive summary](#)
- LWFVUS Transformation Roadmap: [Full report](#)

The Campaign for Making Democracy Work® (national-level program to guide all Leagues)

Includes ensuring a free, fair and accessible electoral system for all eligible voters by focusing on:

- Voting Rights
- Improving elections
- Campaign Finance/Money in Politics
- Redistricting

PAGES TWO-THREE - STRATEGIC PLAN



Voters Service

The core of the LWVCC's work: registration, education, Vote411.org, get out the vote, candidate forums.

Achievable/Measurable Goals for 2018-2020 and Tasks

- GOAL: Register more voters in 2019-2020 than in 2018-2019
 - Task: Increase # of voter registration drives (on own or in partnerships with other orgs)
- GOAL: Execute one organized, concerted Get Out the Vote effort
 - Tasks: Study GOTV methods, identify a community to target efforts, identify partners
- GOAL: Hold two public presentations (high schools or others)
 - Task: Develop presentation, find audiences
- GOAL: Participate as presenters at three meetings of other organizations
 - Task: Network with other organizations to let them know we can provide a speaker
- GOAL: Increase Vote411.org participation year-over-year, by candidates and by the public
 - Tasks: Recruit volunteers, fundraise, advertise the website
- GOAL: Increase number of candidate forums (contingent upon capacity of trained moderators)
 - Task: Develop one-page "candidate forum how-to" for members to share on social media
 - Task: Increase pool of trained moderators

Communications

Internal

- GOAL: Improved onboarding/involvement of new members and new board members
 - Tasks: Direct new members to League resources; provide training for board members
- GOAL: Use online email service for more frequent communications & trackable metrics
 - Tasks: Identify service (likely MailChimp) and transition Voter and other major announcements (Gmail still used for other member communication)

External

- GOAL: Enhanced social media presence (regular posting)
- GOAL: Double Facebook engagement stats (followers, # likes, # shares)
 - Task for both social media goals above: find a volunteer willing to lead
- GOAL: Reformat the Voter to appeal to non-members as much as members
 - Task: See online email service task above
- GOAL: Implement seasonal Vote411/election emails
 - Task: Grow our list of non-member recipients

Membership

- GOAL: Maintain or increase member retention
 - *Task: Ongoing personal outreach to members; demonstrate value of paying dues*
- GOAL: Increase membership diversity
 - *Task: Without “tokenism”, look to invite members to make us more representative of Camden County*
- GOAL: Increase engagement
 - *Task: See above!*

Fundraising

- GOAL: Raise an additional \$1,000 (on top of typical annual revenue)
 - *Task: Build list of potential contributors, focusing on non-members*
 - *Task: Explore small grants for specific projects*
 - *Task: Implement an online fundraising mechanism*

Government and Advocacy

- GOAL: Execute one advocacy activity
 - *Task: Focus on Vote By Mail application process/improvements/education*
- GOAL: Build relationships with local legislators
 - *Task: Hold at least one face-to-face meeting with each congressional, state and county-level representative covering Camden County*

Miscellaneous, Overarching Goals

- Be mindful of diversity, equity, and inclusion
- Build community relationships
- Come to the table with big ideas, we need to have those ready for when we have capacity

Non-recommended Items

While individual members are encouraged to follow a wide range of issues, at this time we do not propose embarking on LWVCC-wide efforts to take on issues outside of the areas of focus listed above. We do not have the member capacity yet to develop working groups on environment, education, etc., but hope that our work in the near future will help build our strengths and allow us to explore potential areas of advocacy and education in the future.