



Work Plan – 2022-2024

The League of Women Voters of the Fairfax Area will focus on five goals for the next two years.

Goal: Provide service to the community

Strategies

- Continue to expand the venues for voter registration events.
- Use a variety of methods to Get Out the Vote (postcards, texts, social media, metro stations, etc.)
- Highlight variety of volunteer opportunities in outreach to new members.
- Advertise volunteer opportunities in ENews and on the Volunteer Calendar webpage.
- Explain volunteer responsibilities clearly in advance.
- Provide volunteer-at-home options (postcards, packets, etc.).
- Encourage units to volunteer together.
- Recognize outstanding community service of members, other organizations, government officials, and government workers.

Goal: Amplify civic education at the local level

Strategies

- Form a committee headed by the Action / Advocacy directors to set priorities for LWVFA efforts and work toward implementation.
- Use the Fairfax VOTER and ENews to share information about local issues and opportunities to influence them.
- Collaborate with other Leagues and nonpartisan organizations to plan and hold forums.
- Advertise forums widely in a variety of ways to increase attendance.
- Continue to support and advertise VOTE 411 on the website and in publications.
- Ask members to serve on local governmental committees *that are central to our mission*. Terminate our official representation where it is not part of our mission.
- Encourage local observer corps members to submit short articles on significant issues for publication in the VOTER.

Goal: Strengthen and diversify our communication and messaging

Strategies

- State the League's nonpartisan stance clearly on all publications.
- Display the two pillars of the League (Empower Voters – Defend Democracy) on LWVFA materials.
- Review all LWVFA materials with a lens of diversity.
- Use snippets of LWVFA publications in the VOTER.

Goal: Strengthen and diversify our communication and messaging (**continued**)

Strategies

- Review, update, and improve website.
 - Gather input from LWVFA members.
 - Post the League's nonpartisan stance on website Home Page.
 - Display the two pillars of the League (Empower Voters – Defend Democracy) on the website.
 - Refresh content on Home Page to reflect current focus.
 - Ensure that all LWVFA publications are available on the website and easily found.
- Expand use of social media.
- Create an email signature line and encourage those with a LWVFA email address to use it.

Goal: Expand local partnerships with other nonpartisan organizations

Strategies

- Collaborate with other nonprofit organizations to sponsor Candidate Forums and voter registration events.
- Seek opportunities to expand partnerships with additional organizations.
- Respond to invitations from other organizations.

Goal: Develop an internal operation plan

Strategies

- Create systems to support efficient work.
 - Develop internal documents for smooth organization, such as a document retention schedule, system for organizing Dropbox files, checklists for specific tasks, such as Candidate Forums.
 - Develop a sample report format to ensure accurate records and use for implementing change based on data.
 - Provide training on Google docs and Dropbox for LWVFA leaders.
- Develop leadership and volunteer resources.
 - Update job descriptions for LWVFA leaders and committee chairs.
 - Develop checklists for annual publications. (What's on the Ballot, Giving Letter, Facts for Voters, etc.).
 - Develop leadership transition strategies (mentorship, co-leaders, co-chairs, leadership development).
- Plan for financial stability.
 - Form a committee to consider past and future fundraising efforts.
 - Develop a consistent method for soliciting donations and expressing gratitude.