

The Strategic Plan is focused on five goals, which are detailed below.

- 1) Increase Membership and Diversity
- 2) Run And Elect More Candidates
- 3) Create More Positive Awareness of the Party
- 4) Create Closer Ties with Movements, More Effective Issue Advocacy/Policy Development
- 5) Change Structures to Better Align with Goals

Goal Four: Closer Ties to Movements, More Effective Issue Advocacy and Policy Development

OBJECTIVES What we should have	ACTION ITEMS What we will do	MEASUREMENT How we will know it's working	WHO will do the work
Two-Way Communication With The Public	Develop ways to engage the public, including youth and people of color, and learn about their policy priorities. Share best practices among states, such as how to hold community meetings, build online/ Facebook surveys, use petitions to build lists as well as gauge support, and efforts such as the Climate Convergence supported by multiple state parties. Explore cost-effective ways to do polling that could be shared with states.	We will have an active network sharing best practices among states. We will see a greater number of state parties actively engaging the public on issues.	Web, Outreach, Issue Committees; state parties; Green Shadow Cabinet (GSC)
Two-Way Communication With the Public	Develop ways to consider public feedback as input for platform development. Make polling results public.	Our next major platform update should have consideration of public input.	Platform Committee, Steering Committee, Media Committee
More Effective Issue Advocacy	Select a few key issues to focus on (a strategic campaign issue document) for each election season. Candidates, officeholders and communications people should be engaged in producing this document. Issues should be ones that are high priority for target groups, and where there is a real leadership void we can fill.	We will create a strategic issue document.	CCC, candidates/ officeholders, Outreach Committee, Media Committee
Closer Ties to Movements	Reach out to national groups working on these issues. Encourage them to be more politically ambitious on solutions. Build contacts and work with them on activities at the grassroots level.	We may have some coalition work being done on issues in 2014; it may take until 2015.	Green Shadow Cabinet, spokespeople, SC, Issue Committees
Closer Ties to Movements	Develop ways for Greens to organize around issues, inside and outside of election campaigns, and whether or not there is a local/state party	We will have issue campaign(s) going and we will have people	Outreach Committee, Issue Committees

	nearby. Create toolkits, literature, and/or flags, signs and banners.	around the country engaged in them.	
Messaging with more clarity and power	Create short pieces like the GPUK, including one pagers, on issues that can be used by GP members and candidates to communicate with the public and media. Reach out to issue experts for help. Have an umbrella theme showing how Greens are about changing the system/making major change, not just incremental, and use emotional appeal.	We will have material developed for at least a couple of key policy areas in time for use in the 2015 elections.	Outreach, Media, CCC. Green Shadow Cabinet
More Effective Issue Advocacy	Facilitate dialogue among Greens internally, as well as Greens and allies, about how to improve policy results and hold incumbents accountable for failing to honor promises or achieve meaningful change.	Greens and allies will be engaging in productive dialogue.	SC, Issue committees
Achievement of Policy Victories	Track victories at the local level. When a concrete victory is achieved, publicize it, and promote the role that Greens played in making it happen.	We will have a system to track developments and be using it for issues.	Web Committee, CCC, <i>Issue Committees</i> , Media Committttee.GSC