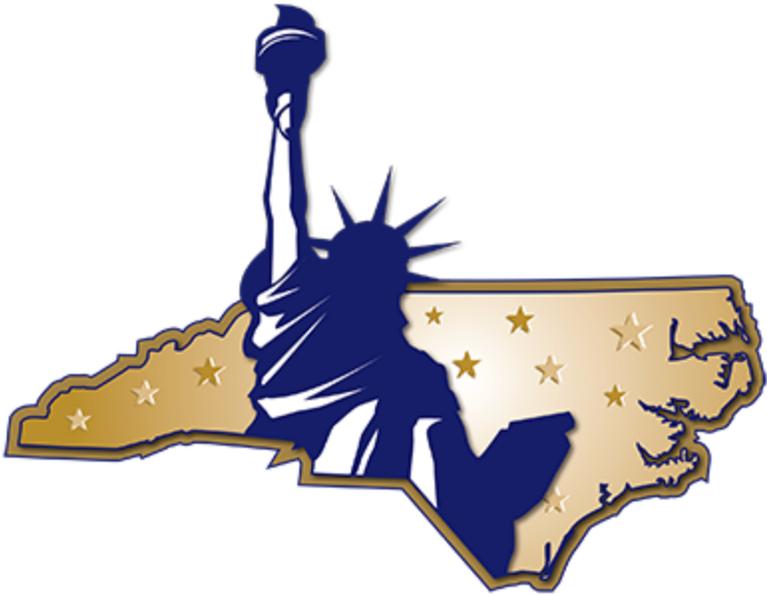


# Libertarian Party of North Carolina

## Comprehensive Strategic Plan



# Table of Contents

<b>STRATEGIC PLANNING COMMITTEE</b>	<b>3</b>
<b>STRATEGIC PRIORITIES</b>	<b>4</b>
Membership	4
Communication	4
Organizational Foundation	4
Funding	4
Community Participation	4
Member Education	4
Candidates	4
<b>STRATEGIES &amp; TRACKING</b>	<b>5</b>
Membership	5
Affiliates	5
Events	5
Membership drives	5
Tracking	5
Communication	5
Workspace	5
Customer Relationship Management	5
Written	6
Video	6
Tracking	6
Organizational Foundation	6
Policy manual	6
Committee	6
Organizational structure	6
Tracking	6
Funding	6
Project Specific Funding	6
Recurring donations	7
Prospective Donors	7
Tracking	7
Community Participation	7
Political	7
Coalitions	7

Volunteerism	7
Tracking	8
Member Education	8
Welcoming or Introduction	8
Topical Materials	8
Promote Discussion	8
Training	8
Tracking	9
Candidates	9
Identify	9
Recruit	9
Support	9
Tracking	9

# STRATEGIC PLANNING COMMITTEE

## **Purpose**

The purpose of the Strategic Planning Committee (SPC) is to craft, guide, and adapt. When necessary, the SPC will take stock of the Libertarian Party of North Carolina (LPNC), assess its needs, set goals, and craft a Strategic Plan to efficiently and effectively meet those goals. After crafting a Strategic Plan, the SPC will provide guidance, to the Executive Committee, in interpreting and applying the plan. Finally, when necessary, the SPC will adapt to the ever-changing North Carolina political climate by identifying and making necessary adjustments to the Strategic Plan.

## **Vision**

The Strategic Planning Committee acknowledges the importance of building from the ground up. While a good roof is an important final step, it is rendered useless without a strong foundation and walls to support it. It is the belief of this committee that focusing effort and resources on items that provide a strong foundation for the LPNC will lead to an improved ability to affect change in North Carolina politics.

## **Recommendations**

This committee recommends both flexibility in the application and strict adherence to the spirit of this Strategic Plan. This Strategic Plan should be assessed yearly and re-crafted as goals are met and made.

# STRATEGIC PRIORITIES

The priorities of this Strategic Plan were determined through the thoughtful consideration of the goals we hope to achieve and with the help of multiple advisors selected from a pool of some of the most active and involved members of the Libertarian Party of North Carolina. The following is a list of those priorities in order of necessity.

## **Membership**

Grow membership and develop membership organizations.

## **Communication**

Strengthen membership and inter-organizational communications.

## **Organizational Foundation**

Organize, solidify, and strengthen the structure of the organization.

## **Funding**

Increase project specific and recurring donations and expand the LPNC's funding base.

## **Community Participation**

Support an increase in political and volunteer involvement at a state and local level.

## **Member Education**

Encourage operational and issue-based education at the county level.

## **Candidates**

Increase candidate recruitment and tactically allocate support.

# STRATEGIES & TRACKING

## Membership

### Affiliates

- The Affiliate Coordinator will craft a new affiliate packet to include a procedural manual for organizing and developing county, regional, and campus affiliates.
- The Affiliate Coordinator will establish and develop county, regional, and campus affiliates by identifying potential affiliate organizers and offering them guidance, support, and physical resources.

### Events

- The LPNC will organize regional events intended to encourage increased engagement with local affiliates and at the state level.

### Membership drives

- In coordination with LPNC staff and affiliate organizations, the LPNC will implement membership drives utilizing a state-wide phonebank program, mailers, and social media advertising.

### Tracking

- Number of registered Libertarian Voters in North Carolina
  - Number of LPNC members
  - Number of LPNC affiliate organizations
  - Number of NAP pledge signers in North Carolina
  - Number of Volunteers tagged in CRM
  - National Libertarian Party BSM
- 

## Communication

### Work-space

- The IT Team will identify and investigate potential work-space tools including those utilizing social media platforms.

### Customer Relationship Management (CRM)

- The IT team, with the assistance of the Affiliate Team, will identify CRM managers within local affiliates and facilitate regular updates between affiliates and LPNC CRM staff.

## **Written**

- The Chair will assist in increasing committee transparency by soliciting regular committee updates.
- The LPNC will staff and maintain a periodic newsletter to communicate important news and issues with membership

## **Video**

- The LPNC will generate regular video addresses from the Chair for dissemination through multiple outlets.

## **Tracking**

- As prescribed by the Messaging Committee
- 

# **Organizational Foundation**

## **Policy manual**

- The LPNC will craft an organizational manual to include organizational structure, procedures, and policies

## **Committee**

- The Executive Committee will evaluate all committees, their purpose, and their functionality on a regular basis.

## **Organizational structure**

- The Executive Committee will create and clearly communicate personnel policies.
- The Executive Director, with support from the Executive Committee and other LPNC staff, will publicize and fill all necessary positions within the approved LPNC Organizational Structure.

## **Tracking**

- Number of volunteers assigned to tasks via CRM
- 

# **Funding**

## **Project Specific Funding**

- The Executive Committee and Fundraising Coordinator will solicit donations for specific projects through marketing campaigns and by identifying donors who might share interest in the goals of such projects.

### **Recurring donations**

- The Executive Committee, with input from the Fundraising Coordinator, will craft a pledge program for recurring donors and increase engagement through giveaways and gamification.

### **Prospective Donors**

- The Fundraising Coordinator will identify prospective donors outside of membership, including businesses and organizations, and approach said prospects to solicit donations to meet shared goals.

### **Tracking**

- Number of projects funded
  - Amount of recurring donations
- 

## **Community Participation**

### **Political**

- The LPNC will encourage affiliates to seek out volunteers for local citizen advisory committees.
- The Affiliate Coordinator will encourage affiliates to monitor local government organizations, such as city councils and county commissions, and assist affiliates in lobbying efforts.
- The Political Coordinator will monitor the state legislature and organize lobbying efforts.

### **Coalitions**

- The Executive Committee will create a staff position, Coalition Coordinator, for the purpose of building organizational coalitions.
- The Coalition Coordinator will work with the Messaging Committee to identify and approach such organizations to develop a working relationship and track progress.

### **Volunteerism**

- The LPNC will engage in community activism by seeking out local and state-wide volunteer opportunities and encouraging membership, staff, and affiliates to participate.

### **Tracking**

- Number of fruitful external organizational relationships
  - Number of lobbying efforts, candidacies, appointments, and volunteer activities tagged in CRM
-

## **Member Education**

### **Welcoming or Introduction**

- The Chair will craft a welcoming letter. This letter will include a list of important contacts, advice on learning more about the LPNC, and advice on getting involved with the state and local affiliates.

### **Topical Materials**

- The Messaging Committee will create and make available topical materials in print and video.

### **Promote Discussion**

- The Social Media Team will promote discussion by disseminating topical materials on its pages and in social media groups.
- The Messaging Committee will promote discussion by keeping a record of speakers, by topic, and making this list available to LPNC staff and affiliate organizations.
- The LPNC will encourage topical discussion in-person and virtually.

### **Training**

- The Outreach Director will develop and implement an outreach training program.
- The Outreach Director will develop and implement a community engagement training program.
- The Outreach Director will develop and implement a demographic targeting training program.
- The IT Coordinator will develop and implement an IT training program for affiliates to include social media management, email management, customer relationship management, and team-communication technologies.
- The IT Coordinator will set up a webpage with links to supplemental training sites and organizations.
- The Executive Committee will create training certifications for each training program.
- The Social Media Coordinator will share issue papers and informational/training videos via social media.

### **Tracking**

- Training certifications
-

## Candidates

### Identify

- The Executive Committee, assisted by the Political Coordinator, will identify criteria warranting LPNC financial and volunteer support for campaigns.

### Recruit

- The Political Team will recruit “choice” candidates with the assistance of the Affiliate Coordinator.

### Support

- The LPNC will facilitate communication between candidates and local affiliates as well as the National Libertarian Party.
- The Social Media Team will share relevant information from candidates.
- The LPNC will focus attention and crucial resources on campaigns meeting the established criteria.
- The LPNC will support “choice” candidates, that meet established criteria, with business cards, website development, and Treasurer training.

### Tracking

- Number of choice, change, and challenge candidates tagged in CRM