



ACLU OF KENTUCKY ACLU OF KENTUCKY



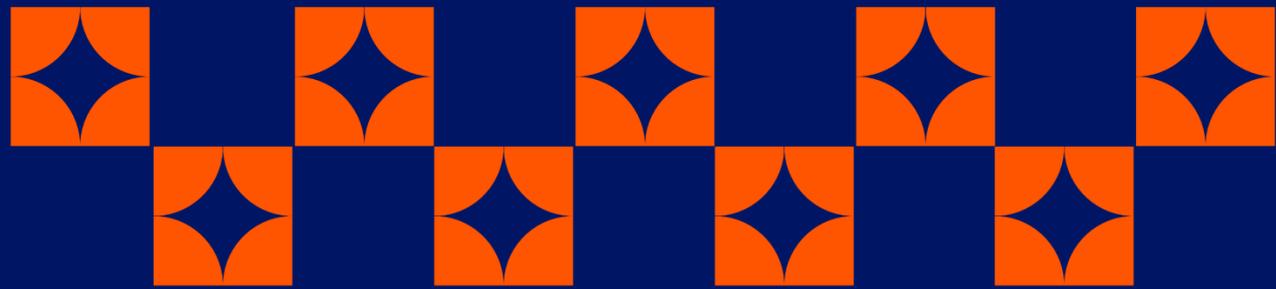
PATHWAY TO PROGRESS



2025 - 2028 STRATEGIC PLAN

@ACLUOFKY





OUR NORTH STAR

The ACLU of Kentucky safeguards democracy, challenges systems of oppression, and advances civil rights and liberties for all with a focus on supporting and developing the activism and leadership of impacted communities.





Who do we directly engage with?

Clients, directly impacted people, impacted communities, staff, board, volunteers, co-counsel, coalition and community partners

Who do we partner with?

Donors, policymakers, elected officials, public officials, legal experts, National ACLU, ACLU Southern Collective, media/reporters

Who ultimately benefits from our work?

Everyone in Kentucky.

VISION AND MISSION



VISION

Our vision is a Kentucky where we the people exist freely, with dignity, and fully realize our Constitutional rights and civil liberties.

MISSION

The ACLU of KY defends and advances civil rights and liberties in the statehouse and the courthouse. We do this work in solidarity with directly impacted people and community partners to create a more perfect union.





OUR VALUES



Accountability

Ensuring our organization, our elected officials and our systems of democracy are functioning transparently for our most vulnerable citizens.

Collaboration

Working inclusively and in solidarity with directly impacted people and our communities.

Humility

Striving for continuous improvement with compassion and intentionality.

Integrity

Relentlessly defending and advancing our values with courage and authenticity.

Racial Justice

Rooting our work in the elimination of racial hierarchies and advancement of collective liberation.



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STRATEGIES

DIRECTION: SUSTAINABILITY



BUILD SUSTAINABLY



GOAL

Build a sustainable organization that is representative of the communities we come from.

SUSTAINABILITY STRATEGIES



INVEST

Invest in strengthening organizational capacity and leadership development



STANDARDIZE

Develop standard operating policies and procedures for internal and external practices



MOBILIZE

Mobilize a racially and geographically diverse donor base to meet and sustain revenue needs



COMMIT

Continue to operationalize our commitment to EDIB principles and anti-racist practices



STEWARD

Steward financial resources in ways that are strategic and sustainable



OPTIMIZE

Optimize the Board's governance, function and operations

STRENGTHEN DEMOCRACY



GOAL

Strengthen democracy and increase civic participation among systemically excluded communities.

STRATEGIES TO STRENGTHEN DEMOCRACY



RESEARCH

Study oppositional strategies/tactics/approaches and ally responses to better prepare for potential challenges



ADVANCE

Continue to advance proactive work in our issue areas by researching oppressive laws, policies, and practices and determining how to best address them through a racial justice lens



MONITOR AND ENGAGE

Monitor and engage in policy change throughout legislative bodies



EDUCATE

Educate the public on how to protect civil liberties across issue areas and publish new materials responsive to community needs

BUILD POWER



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GOAL

Build power for impacted communities, particularly Black and Brown communities, and the Commonwealth's movement infrastructure.

STRATEGIES FOR POWER BUILDING



SUPPORT, ENGAGE, ACTIVATE

Support, engage, and activate constituencies, particularly directly impacted, to mobilize and engage in advocacy and electoral work



EQUIP

Equip directly impacted people with knowledge about their civil rights and liberties and their power to create change



EXPAND

Provide/expand legislative education and advocacy training to support citizen lobbying and engagement



CREATE, LEAD, ENGAGE

Create, lead, and/or actively engage in coalition work to advance our priorities



ABOUT

This strategic plan report outlines our “north star,” strategic directions, strategies, and key activities and outcomes developed in collaboration between the ACLU of Kentucky staff, board, key external partners, and Converge Consulting. These statements were developed after interviews and focus groups with key stakeholders and refined over several meetings, including a retreat with board, staff, and strategic planning committee members, as well as multiple working group meetings with staff.

