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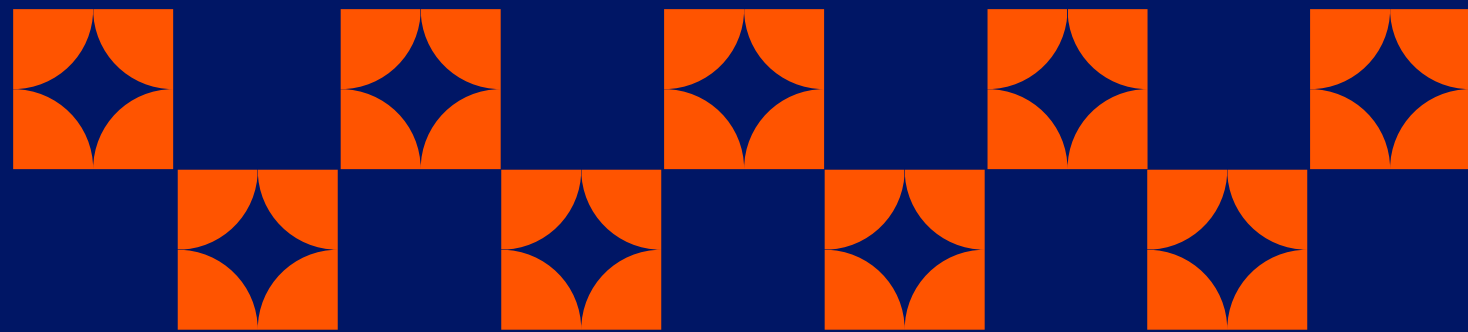
# PATHWAY TO PROGRESS

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.

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### **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



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## 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

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# 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

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# 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

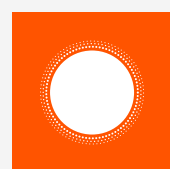
**Create, lead, and/or actively engage in coalition work to advance our priorities**





# 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.



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