

**Goal 1 (below) in the 2013-2018 LWVO Strategic Plan focuses on membership growth and development. You can see how the MLD program fits into the “big picture.”**

**Goal: 1. Increase the membership of LWVO by 50 percent and further diversify it to more closely reflect Ohioans in terms of age, race/ethnicity, gender, political views, geography, etc.**

Objective: 1a) Create a dynamic and innovative membership recruitment and retention program that will attract and retain a diverse membership among existing local Leagues.

Goal 1, Objective 1a - activities Include...

Implement MLD program in Ohio. \*

Promote MLD participation to all Local Leagues.

Recruit new MLD coaches

**Goal: 2. Create and implement a comprehensive, stable and diverse financial development structure and plan that will support LWVO’s priorities and priority issues now and provide support for expanded activities in the future.**

**Goal: 3. Position LWVO as the premier provider of nonpartisan public-policy information in Ohio.**

**Goal: 4. Expand the capacity of LWVO to effectively advocate and lobby for its positions.**

**Goal: 5. Create and implement a comprehensive internal and external communications system that effectively engages local Leagues, members, partners and Ohioans in LWVO’s mission and vision.**

**Goal: 6. Build strong, mutually supportive connections among LWVO, local Leagues and members.**

**Goal: 7. Align the LWVO board and staff responsibilities to effectively and efficiently implement and/or achieve strategic priorities.**

\* LWVO Budget: \$4000 annual line-item for MLD program.