



STRATEGIC PLAN

OUR MISSION AND TRAJECTORY

The ACLU of Iowa has been dedicated to the protection and advancement of civil liberties for all Iowans since it was founded as one of the first state ACLU affiliates in 1935. Presently, we, along with our sister affiliates across the country, find ourselves facing difficult political headwinds and unique and pervasive threats to civil liberties. During this time of political division and turmoil, the ACLU of Iowa remains firmly committed to the same bedrock principles of freedom, liberty, and open democratic government enshrined in our U.S. and Iowa Constitutions that have enabled and inspired our work and successes throughout our history.

As the premier defenders and advocates of civil rights and liberties in Iowa, we will continue to respond rapidly and vigorously to attacks on civil liberties as well as work proactively to promote and advance rights not yet realized by too many people. We recognize our special role as the indispensable, non-partisan statewide institution with the ability to advocate in the courts, among policymakers, and in our communities. We will expand our reach by reminding Iowans that civil liberties and civil rights belong to all of us. We will continue to organize, mobilize and activate constituents, elevating individual and community voices to make it clear to every elected official that their duty is to always protect and defend civil rights and liberties in Iowa.

OUR STRATEGIC PRIORITIES

In service of our mission, the ACLU of Iowa has committed to the following four areas of strategic direction:

1. Grow Statewide Engagement

Expand and activate our ACLU advocacy network by educating Iowans about their rights and encouraging their participation in protecting and advancing civil liberties. We will engage people around emerging civil liberties issues in their communities and equip and empower them to address these issues.

2. Strengthen the ACLU of Iowa Brand and Impact

Build upon our identity and presence as reliable, principled, and effective civil liberties and civil rights experts and advocates. We will creatively amplify our efforts, expertise, campaigns, collaborations, events, and civil liberties and civil rights victories achieved through our integrated advocacy strategies.

3. Advance Equity, Diversity, Inclusion and Belonging

Prioritize fairness, respect, and access to opportunity in the internal and external operations of our affiliate—staff, board, and volunteer.

4. Develop Funding Sustainability

Grow our donor and membership base with strategies focused on acquiring new donors and retaining existing ones with an emphasis on developing major gift pipelines and securing grants.