



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 inspired our work and successes over the last 80 plus years.

The challenges in our current political environment continue to be serious and the need to defend against these threats remains urgent. The ACLU of Iowa 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. We will continue to grow in capacity, extend our reach, and build upon our legacy as a highly-skilled and dedicated defender and advocate of civil liberties to become an indispensable statewide institution with the ability to organize, mobilize and activate constituents to demand that public policies and office holders comply with the US and Iowa Constitutions. We remain committed to fulfilling our essential role as a trusted and credible civil liberties expert and watchdog.

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 and Impact**

We will expand our presence statewide with a focus on engaging communities that are underrepresented among our membership and supporters. In addition to solidifying and expanding participation among all Iowans who support our mission in Des Moines, Iowa City, and the state's larger cities, the ACLU of Iowa will actively seek connections in smaller communities through volunteer, supporter, and activist engagement activities.

2. Strengthen the ACLU of Iowa Brand

We will strengthen our brand and the understanding of civil liberties and civil rights in Iowa. We will accomplish this by utilizing new and existing communication and public education strategies to amplify our efforts, expertise, campaigns, events, and civil liberties and civil rights victories achieved through our litigation and legislative advocacy work.

3. Advance Equity, Diversity, Inclusion and Belonging

We will advance the pursuit and experience of equity, diversity, inclusion, and belonging in the internal and external operation of our affiliate at all levels—staff, board, and volunteer.

4. Develop Funding Sustainability

We will grow our donor and membership base with strategies focused on acquiring new donors and retaining existing ones with special attention given to developing major gift pipelines.