STRATEGIC PLAN 2018 – 2025

UNIQUE VALUE PROPOSITION
Through grassroots organizing of Texans, especially youth and faith communities, and data-driven advocacy, TFN is building an informed and effective movement working toward equality and social justice for those who will inherit Texas.

LONG-RANGE GOALS
BE ACKNOWLEDGED LEADER IN YOUTH ORGANIZING IN TEXAS AND BEYOND
• Strategy 1 (Coordination): Lead coordinated youth movement inclusive of faith and community partners
• Strategy 2 (Advocacy): Create a youth-lead advocacy program that significantly impacts Texas policies in civic participation and other issue-based campaigns
• Strategy 3 (Electoral): Become a recognized leader in progressive electoral space
• Strategy 4 (Leadership): Create a leadership pipeline that leads to Texas Rising Alum in power positions in the political and nonprofit world
• Strategy 5 (Expansion): Create a program that expands our reach to under-30s outside of our current base

ENABLE PROMINENT VOICES FROM DIVERSE FAITH COMMUNITIES IN CIVIC ARENA
• Strategy 1: Become known as the leader in the organizing of faith communities around reproductive justice and LGBTQ equality by 2022
• Strategy 2: Integrate TFN faith organizing work with Texas Rising work

LEAD AND INNOVATE IN DIGITAL ENGAGEMENT AND COMMUNICATIONS
• Strategy 1: Shift our communications emphasis from earned traditional media to engaging, cutting-edge digital/new media as an organizing tool as well as for disseminating TFN messages
• Strategy 2: Become information and research resource for youth and faith organizing and all programs we lead
• Strategy 3: All campaigns should be informed by research and

*adopted January 2018
experimentation

- **Strategy 4**: Ensure all comms include strategies to reach diverse communities, particularly Spanish-language communities

**MATCH FUNDRAISING TO PROGRAM AND INTEGRATE INTO EVERY ASPECT OF WORK**

- **Strategy 1**: Create and expand donor base that is inclusive of the changing demographics in Texas
- **Strategy 2**: Adopt a model of donor organizing and culture of engagement
- **Strategy 3**: Secure national foundation support for all TFN programs
- **Strategy 4**: Incorporate art and science of fundraising by utilizing data-driven campaigns

**DO OUR WORK THROUGH SOCIAL JUSTICE LENS AND HOLD OURSELVES ACCOUNTABLE (INTERNAL)**

- **Strategy 1**: Develop and implement our own unique perspective, definition, and understanding of social justice
- **Strategy 2**: Identify leadership pathways that are not director-only and new voices to elevate in our work
- **Strategy 3**: Lead Texas progressive movement in linking data-driven and fact-based research to social justice work
- **Strategy 4**: Expand TFN constituents – consultants, staff, board, organizers, donors, activists – to be more inclusive of other perspectives (faith, age, race, ethnicity, gender identity, sexual orientation)
- **Strategy 5**: TFN’s use of technology (ex. snail mail vs. texting, expanded social media platforms, expanded media channels) enhances our goal of inclusivity
- **Strategy 6**: Use social justice language in all aspects of communications
- **Strategy 7**: Ally/partner on social justice issues when opportunities/moments arise and connect TFN issues and work to other social justice issues

**CREATE A CULTURE OF COLLABORATION, TRANSPARENCY, TRUST, AND FLEXIBILITY (INTERNAL)**

- **Strategy 1**: Create a better process and acquire tools for internal project management
- **Strategy 2**: Establish a process to grow trust between and among staff by ensuring that all staff acquire a deeper understanding of each team’s work (tactics and strategies), goals, and work style (especially as it pertains to qualities needed to do work)
- **Strategy 3**: Leadership intentionally prepares junior staff to grow within the organization and/or within their profession

**MAKE TFN’S BRAND WELL-KNOWN AND RECOGNIZABLE**

- **Strategy 1**: Brand/marketing consultant – hire expertise to develop plan
- **Strategy 2**: Integrating TFN/TX Rising/Just Texas
- **Strategy 3**: Implement the plan

*adopted January 2018*