Bill of Rights Institute Strategic Goals

**Vision**

The Bill of Rights Institute seeks an America where we more perfectly realize the promise of liberty and equality expressed in the Declaration of Independence. This calls for civic education that helps students examine the story of our country and exercise the skills of citizenship.

**Mission**

The Bill of Rights Institute teaches civics. We equip students and teachers to live the ideals of a free and just society.

**Promise**

The Bill of Rights Institute promises to:

- uphold strict standards of academic integrity
- teach America’s Founding principles
- tell our whole history—including when we lived up to our ideals and when we fall short
- advance an understanding of government that is constitutionally limited and just
- cultivate moral and civic virtues that make strong individual character
- foster civility and mutual respect
- promote curiosity, inquiry, and an openness to diverse viewpoints
- build independent thinking and reasoning skills
- create vibrant learning communities between teachers and parents
- prepare students to contribute to society as lifelong learners and engaged citizens

**Strategy Statement**

BRI uniquely combines market-leading classroom resources and professional development for educators. Our content and programs are rooted in primary sources and America’s Founding principles, are held to the highest standards of academic integrity, and are designed to foster high-quality civics education at scale.

Today’s classroom is tomorrow’s America, and the tenor, quality, and depth of today’s civics education will shape the future of our republic. To that end, BRI has crafted five strategic goals to guide the organization and facilitate growth.
I. Earn Customer Time

BRI strives to earn a greater share of classroom time among our student and educator customers. To do this, BRI produces original educational content that is engaging, relevant, and timely, often using current events to spark discussions on America’s Founding principles. Our point-counterpoint lessons stress viewpoint diversity and help students develop as principled critical thinkers.

BRI content mainly is marketed directly to educators, which bypasses the educational establishment and accelerates adoption.

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<tr>
<th>Goal 1 targets by close of 2026</th>
<th>Website will average 1M page views/mo., with 2 min/page average</th>
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<td>Website will have 750,000 unique users per month</td>
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II. Grow Teacher Network to Reach Students at Scale

BRI consistently reaches students at scale by cultivating and serving their teachers. Each teacher may reach 100 students in a given year. We are on pace to have 100,000 educators in our active network by 2026.

As teachers progress through their journeys with BRI, they deepen their engagement and use more BRI resources in their classrooms. By growing the size of our network and guiding educators through this customer journey, we enhance BRI’s impact both at scale (more teachers in more geographies) and depth (more classroom time guided by BRI content).

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<tr>
<th>Goal 2 targets by close of 2026</th>
<th>100,000 middle and high school teachers in the BRI teacher journey for the MS/HS segment</th>
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<td>TBD elementary school teachers in the BRI teacher journey for the elementary segment</td>
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III. Expand Base of Support

BRI’s mission depends on the support of individuals and organizations committed to civics education. We must continue to expand the base of support by demonstrating the value of BRI products and services.

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<th>Goal 3 targets by close of 2026</th>
<th>Generate annual revenue of $15,000,000</th>
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<td>Increase revenue from existing donors by 10%</td>
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IV. Demonstrate Thought Leadership

BRI seeks to influence the future of civics education and civil society by demonstrating thought leadership in these fields. We have hosted local civic forums to unite educators, students, and community leaders to chart a path forward for civics education and to encourage civil discourse over polarization. BRI has also worked with leading media outlets to promote civics education and BRI’s proven, non-partisan approach.

V. Promote Business Excellence

BRI has instituted a program of consistent business improvement. We focus heavily on market intelligence to understand who consumes BRI material, why they choose BRI, and how we can consistently improve our products and services. We have invested in analytical research and models to help us better understand our market position both at the classroom level and nationally.

BRI also conducts detailed financial planning with monthly re-forecasting of revenue and expenses, with dashboarding down to the individual projected gift and associated expenses.