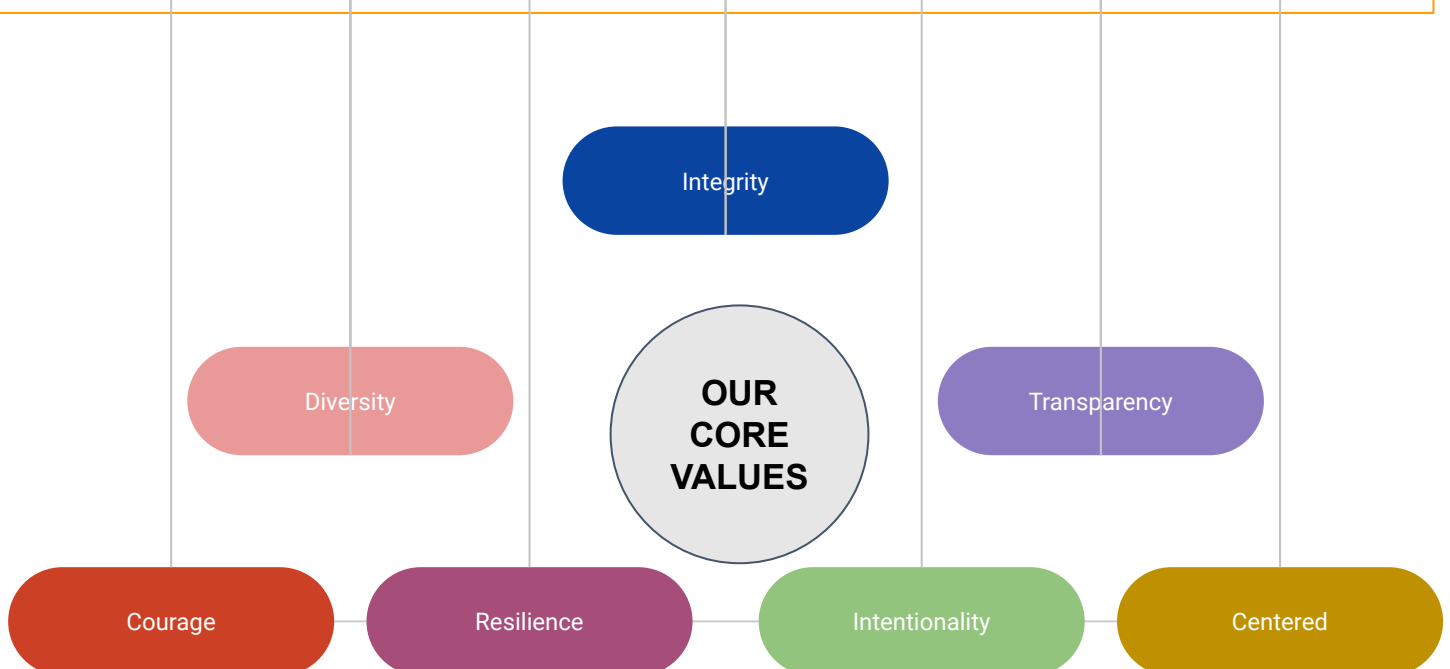




To be a bold, brave and resilient leading voice in Georgia focused on reshaping the narrative about the South with emphasis on equity and intersections of our communities.

Our vision is the driver of the organization and the inspiration that compels us to readily continue our work; it consistently reminds us of what we plan to achieve over time.

The mission of EFG and GE is to advance fairness, safety, and opportunity for Georgia's lesbian, gay, bisexual, transgender, gender non-conforming, queer and allied (LGBTQ+) communities.



4 PRIMARY STRATEGIC GOALS

Defending LGBTQ+ identities

Defining and Developing Equity Centered Programming

Shaping the Public Narrative and Expanding Reach

Expanding Organizational Sustainability

STRATEGIC GOALS DEFINED AND EQUITY FRAMEWORK

Defending LGBTQ+ identities

All LGBTQ+ people in the state of Georgia have the opportunities, support and services to thrive and grow in a just society no matter where they live.

Equity-Centered Programming

Ensuring programming supports all LGBTQ+ communities racially, by gender and geographically.

Shaping the Public Narrative

Creating awareness, visibility and effectively telling the story of Georgia Equality and the key issues.

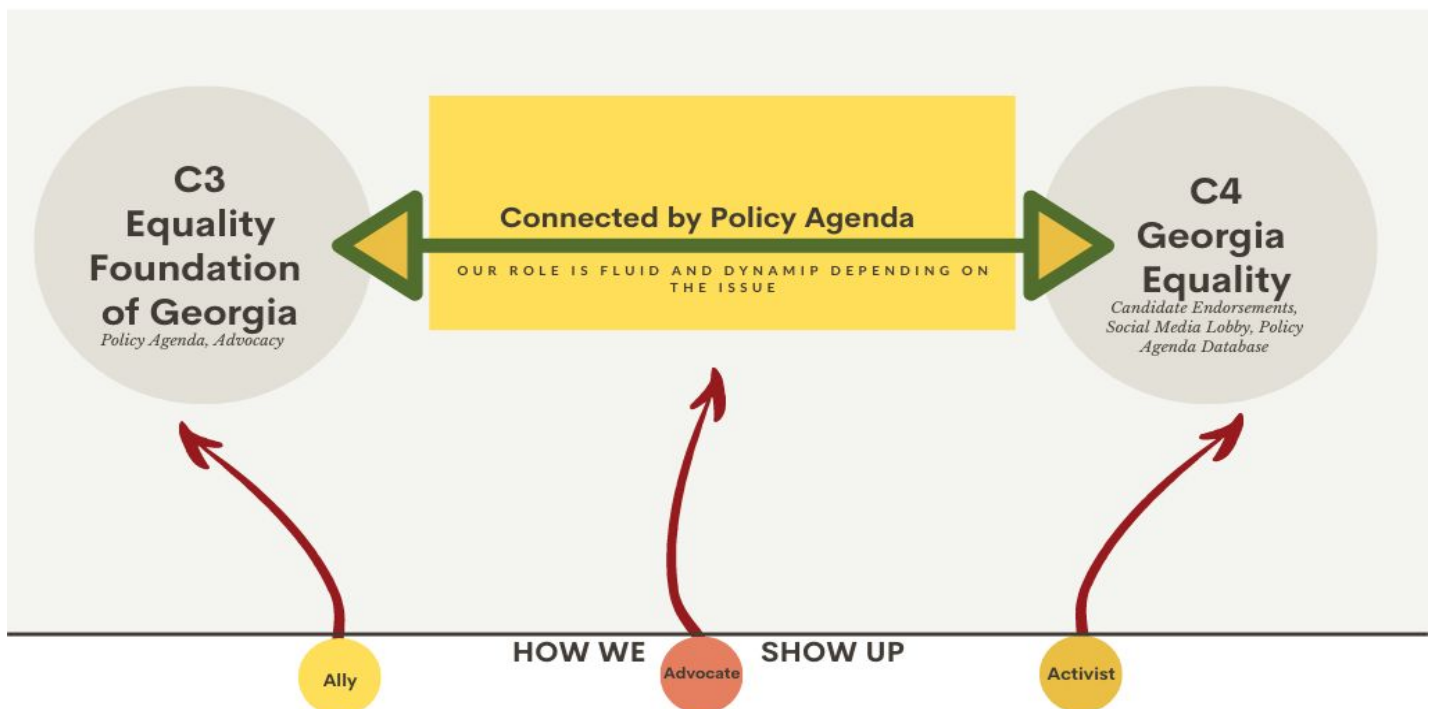
Organizational Sustainability

Ensuring the organizations are fiscally sound, while successfully fulfilling the vision and mission.

Equity Definition: Race or gender no longer determines one's socioeconomic outcomes; when everyone has the support, services and opportunities to thrive and grow in a just society no matter where they live.

Georgia Equality - Equality of Georgia Framework

Equity (Gender, Geography, Race) Guides Us



Goal 1 Objectives

Supporting and Protecting LGBTQ+ identities

OBJECTIVE 1



Analyzing and understanding the state of protections against LGBTQ+ communities within 20% (32) of Georgia counties

- Analyze and grow support of key candidates that support protections
- Identify previous policies and organizations
- Identify, engage and support local advocates and organizations.

OBJECTIVE 2



Developing and implementing annual educational campaign(s)

- Fighting stigma through specific campaigns - the voice and face of the LGBTQ+ community



OBJECTIVE 3



Incorporating policies that strengthen protections against LGBTQ+ discrimination within 20% (32) of Georgia counties

- Anti-discrimination policy in key geographic areas to root out bias



OBJECTIVE 4



Passing statewide legislation

- Utilize equity centered development agenda to set an annual legislative agenda



= Short term (6-12 months)



= Strong ties to equity centered programming



= Longer term (1-3 years)



= Strong ties to shaping the public narrative



= Strong ties to organizational sustainability

Goal 2 Objectives

Defining and Developing Equity Centered Programming

OBJECTIVE 1

Adopting the definition of equity within the organization

- Define the learning journey for staff and board to fully embody the definition
 - Identify individual and collective professional development
- Supporting and building staff across the state
- Review language in policies and procedures, board recruitment and training process.
- Ongoing community conversations



OBJECTIVE 2

Centering programmatic policy and administration decisions within GE's equity framework

- Define robust programming (where applicable and implement site based)
 - Determine best vehicle for delivering programming
 - Pros and cons of site-based versus virtual programming
 - Define type, when, and where (using framework questions)




 = Short term (6-12 months)

 = Longer term (1-3 years)

 = Strong ties to defending LGBTQ+ identities

 = Strong ties to shaping the public narrative

 = Strong ties to organizational sustainability

Goal 3 Objectives

Shaping the Public Narrative and Expanding Reach

OBJECTIVE 1



Growing audience, constituency by 50% through reach, marketing, and digital. (geographical reach, donor community, corporate sponsorships)

- Define membership
- Disaggregate the data
- Utilize CRM and train staff and board



OBJECTIVE 2



Define key messages and talking points specific to organization, audiences and issues.

- Tailoring messages to different parts of the state.
 - Framing messaging to appeal to conservative audiences.
- Utilize the resources of the Movement Advancement Project

OBJECTIVE 3

Update and revise the communications plan to fully tell the story of Georgia Equality, it's mission and vision.


- Telling stories and history from a generational perspective especially younger audiences
 - Create personas for unique messaging
- Sharing Equity Framework, Definition and Approach
- Building relationships with press




 = Short term (6-12 months)

 = Longer term (1-3 years)

 = Strong ties to equity centered programming

 = Strong ties to defending LGBTQ+ identities

 = Strong ties to organizational sustainability

Goal 4 Objectives

Expanding Organizational Sustainability


OBJECTIVE 1

Develop a Succession Plan by June 2021.

- Senior Management
- Board Officers
- Board succession planning for recruitment
 - Board matrix
 - Subcommittee
- Develop a board buddy to create a pipeline for board leadership


OBJECTIVE 2

Create and build sustainable geographical relationships to support issues and work.

- Outreach to regional organizations to identify potential board members
 - Create a board development program
- 


OBJECTIVE 3

Increase Individual and Major Donors by 30%

- Segment donor list to more effectively target fundraising
 - Establish a board minimum contribution
 - Include c4 in fundraising plan (understanding the importance of individual giving)
 - Educate donors on the needs of c4 and c3
 - Build reserve account
- 

OBJECTIVE 4

Increase representation of board members by 20% from key geographic and demographic areas based on board matrix.

- Utilize board matrix across key criteria (age, gender, race, geography), establish timelines and recruitment structure.
 - Recruit from current talent pool
- 

OBJECTIVE 5

Create an IT Security, Continuity, and Technology Plan.

 = Short term (6-12 months)

 = Longer term (1-3 years)

 = Strong ties to equity centered programming

 = Strong ties to shaping the public narrative

 = Strong ties to defending LGBTQ+ identities