



Each year the Move to Amend Board National Team and affiliate leadership set priorities and program objectives for the year ahead, guided by the Campaign Goals and Annual Benchmarks laid out in the Strategic Plan. Most of these objectives are made publicly available to help everyone understand the priorities for the year ahead. The objectives are adjusted as needed upon a mid-year review by the National Team.

2016 AMENDMENT CAMPAIGN BENCHMARKS

- ✓ 25 *We the People* Amendment Sponsors in the House of Representatives
- ✓ 3 state legislatures introduce the *Resolution for the We the People Amendment* giving Congress until 2025 to send an amendment to the states for ratification, and calling for a Convention of the States to pass the amendment if the timeline is not met by Congress.
- ✓ 165 Pledge to Amend signups (at least 50% of candidates elected on election day)
- ✓ 500,000 Motion to Amend petition signers
- ✓ 800 active volunteer leaders
- ✓ 80 active Move to Amend Affiliate Groups
- ✓ Hold First Leadership Summit

MOVE TO AMEND PROGRAM OBJECTIVES FOR 2016

Updated June 2016 – crossed out items indicate that they are complete.

STRATEGIC PLAN GOAL: Engage other social justice movement organizations to see passage of the *We the People Amendment* as a strategic priority by making the connections between their missions and corporate rule and by fostering anti-oppression literacy within Move to Amend to effectively build solidarity with organizations working in highly impacted and marginalized communities.

- ~~Relocate National Headquarters~~ to the more central, larger population base, and more racially diverse city of Sacramento, CA
- **Explore developing partnership with Showing Up for Racial Justice (SURJ)** to enhance solidarity organizing skills of Move to Amend volunteers and build alliances with SURJ grassroots volunteers.
- ~~Partner with other movement organizations to conduct People's Tribunals~~ in Washington on Food Sovereignty and California on Water Wars.
- **Hold 1-3 *What the Bleep Happened to Hip Hop* events** in partnership with Hip Hop Congress.
- **Facilitate partnerships between 10 Pachamama Alliance and Move to Amend Affiliate groups** to conduct joint campaigns or actively collaborate in other ways.

STRATEGIC PLAN GOAL: Win support of three-fourths of State Legislatures and Congress by offering educational opportunities for elected officials, connecting with their networks, and running candidates for office. Hold candidates and elected officials accountable through the *Pledge to Amend* campaign and urge both voters and elected representatives to break ranks with dominant parties that stand against our agenda. Explore the strategy of a Convention of the States and support legislators seeking

to set up a partisan-neutral process for an Article V Convention.

- ~~Hold Move to Amend lobby day~~ in Washington DC with Congress.
- ~~Work with Representative Nolan's office to distribute a "Dear Colleague" letter.~~
- **Initiate D.C. meetings with House and Senate targets** in the Spring and the Fall.
- **Organize a presentation for legislative aides** in DC and members of the Progressive Caucus.
- **Take advantage of election year to birddog local, state and federal candidates** running for office and recruit Pledge to Amend signups.

STRATEGIC PLAN GOAL: Disrupt corporate governance by shining a light on examples of corporate rule through traditional and social media, practicing direct action against the systems of legal authority that enable corporate rule (as opposed to simply specific corporate behaviors) and by partnering with and lifting up other movement organizations that focus on systemic targets.

- **Collaborate with Backbone Campaign** to hold "Localize This" Artful Activism training.
- **Further develop *Resist to Amend* campaign** and offer direct action training to affiliate volunteers.
- **Post 1-3 Corporate Rule stories and/or videos monthly** to help illustrate how corporate rule impacts people's daily lives.

STRATEGIC PLAN GOAL: Create mainstream and widespread support for *We the People Amendment* by conducting organizing campaigns in communities and informing journalists about Move to Amend. Develop diverse spokespeople with broad appeal to popularize our message and make it accessible to a diverse audience. A strong presence on social media, coupled with traditional organizing will provide the foundation to devise educational campaigns that connect Move to Amend to people's lives.

- ~~Re-launch Barnstorming Outreach Program~~ to recruit new supporters and affiliate leaders as well as support existing affiliates and help them grow.
- **Double Move to Amend Reports podcast listenership.**
- ~~Create partnership relationship with Free Speech TV.~~
- **Develop Student Caucus** with an emphasis on CA & WA states as pilot campaigns.
- **Pass 50 faith congregation** (or equivalent) resolutions.
- **Recruit 50 additional Union Locals / Central Labor Councils** to pass Move to Amend resolutions.
- ~~Launch Art and Culture Caucus~~ to engage artists and cultural workers to help popularize Move to Amend.

STRATEGIC PLAN GOAL: Cultivate a culture of collective empowerment within Move to Amend by supporting grassroots leaders and developing campaigns that build capacity, power, momentum and hope to help people believe in themselves and their collective power. Build organizational structures and processes that are transparent, accountable and accessible to support personal and collective empowerment.

- ~~Develop program and host first ever Leadership Summit for 100-150 Move to Amend grassroots and national leaders.~~ Provide opportunities for campaign and organizational skills development, political education, teambuilding and networking, and collective strategizing.

- **Launch "Help Interested Volunteers Engage" (HIVE Database)**, a customized, new supporter database that incorporates the National Office procedures for volunteer support and recruitment, tracks affiliate support and development, and streamlines support communication. Integrate database with website.
- **Launch MoveToAmend.org 3.0 with redesigned affiliate pages** on website to allow greater flexibility and functionality for affiliate volunteers and build an online hub for grassroots leadership to more effectively communicate with each other.
- **Complete Affiliate "On Ramp" development process and materials** to update internal policies and procedures for assisting affiliates with growth and development and to ready the organization for a state chapter development process.
- ~~Integrate organizing and leadership development training opportunities into Barnstorming Tour Program.~~
- ~~Adopt Strategic Plan after receiving input from grassroots leadership~~ and ensure new leadership has understanding of and commitment to the plan.

STRATEGIC PLAN GOAL: Maintain Move to Amend's independence from corporate political parties and funding sources by building budgets in which at least 80% of our funding comes from individuals to maintain independence and resist co-optation. Seeking opportunities to educate donors and program officers and promoting Move to Amend's commitment to independence will build capacity and ensure that organizational or funding partnerships don't compromise our values or goals.

- **Raise \$450,000** budget with at least 80% of funds from individuals.
- **Share Strategic Plan with key donors** via in-person meetings where possible or by phone if necessary. Use request for feedback as launching off point for education on what sets Move to Amend apart from other amendment campaigns and organizations.

STRATEGIC PLAN GOAL: Foster education and understanding of movement history and political power in Move to Amend and the larger movement by providing educational opportunities on movement history and analysis of power to our leadership and supporters. This will shield us from scare tactics, intimidation, co-optation, dearth of vision, and marginalization by rival organizations and opposition forces and prepare us for the ensuing backlash following the passage of the *We the People Amendment*. Partnering with other movement organizations engaged in developing similar educational opportunities will build strength and solidarity.

- **Begin Movement Education Program process with all current affiliates.** See at least half affiliates through Session 7 and completion of their "Local Plans for Solidarity Organizing." Conduct organizational evaluation of the program and make adjustments.
- **Develop ongoing political education programming structure** for active volunteers and leadership that incorporates study groups, coalition calls, in-person workshops/meetings, webinars and leadership summit programming
- ~~Conduct "Movements Panel" at Leadership Summit to expose MTA national and grassroots leadership to movement allies working in frontline communities.~~

For information about the Move to Amend Strategic Plan to Pass the "We the People Amendment" to the United States Constitution visit www.MoveToAmend.org/plan.