2017 Strategic Plan Objectives and Benchmarks

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.

2017 AMENDMENT CAMPAIGN BENCHMARKS

✓ 35 We the People Amendment Sponsors in the House of Representatives
✓ We the People Amendment introduced first time in the Senate with 5 co-sponsors
✓ 5 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.
✓ 200 Pledge to Amend signups
✓ 600,000 Motion to Amend petition signers
✓ 1,200 active volunteer leaders
✓ 100 active Move to Amend Affiliate Groups
✓ Develop Resist to Amend program and prepare grassroots for civil disobedience actions
✓ Launch Chapter Accreditation Process that ensures our commitment to building diverse leadership, with 3-5 initial chapters
✓ Organize the “Democratizing the Constitution” Conference at the 2017 Democracy Convention

2017 PROGRAM OBJECTIVES

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.

● 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.
● Explore new potential partnerships with organizations focusing on hip hop culture.
● Facilitate new partnerships between 10 Pachamama Alliance and Move to Amend Affiliate groups to conduct joint campaigns or actively collaborate in other ways.
● Participate in conferences and national gatherings organized by other movement organizations and make connections to corporate power and building a democracy movement.
● Bottomline the Democratizing the Constitution Conference at the Democracy Convention and organize a People’s Movement Assembly to engage participants in exploring what a democratic constitution would look like.
● Explore new potential partnerships with organizations engaged in student organizing and organizing young people.
STRATEGIC PLAN GOAL: Win support of three-fourths of State Legislaturess 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 We the People Lobby Week in Districts** during August recess.
- **Initiate D.C. meetings with House and Senate targets** in the Spring and the Fall, with We the People Call in weeks in advance and after.
- **Organize a presentation for legislative aides** in DC and members of the Progressive Caucus.
- **Target elected officials in all locales that have passed ballot initiatives to sign Pledge to Amend and co-sponsor House Joint Resolution 48.**
- **Ensure all US House members who have Pledged to Amend come on as co-signers** – pressure through grassroots lobbying and birddogging as needed.
- **5 state legislatures have passed the Resolution** for the We the People Amendment
- **200 Pledge to Amend signups with at least 50% of candidates elected on election day** (this will be off-year local elections + elected officials - focus on California, Washington, Colorado & Montana + initiative municipalities?)
- **Monitor work of the Assembly of State Legislators** as they develop a proposed process for a Convention of the States (Article V Convention) and get involved as appropriate by recruiting state legislators supportive of MTA to participate.

---

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.

- **Partner with Backbone Campaign** on “Action in a Box” campaign.
- **Create series of webinars on direct action and civil disobedience.**
- **Partner with systemic organizations willing to call out Trump fascism.**
- **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 and other professionals 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.

- **Continue to develop Barnstorming Outreach Program** to recruit new supporters and affiliate leaders as well as support existing affiliates and help them grow.
- **Earn 5000 more Facebook likes and 2000 Twitter followers** and support affiliates to grow their social media reach.
- **Transition podcast to monthly Facebook Live reports** and get viewership to 1000 people by the end of the year.
- **Further develop partnership relationship with Free Speech TV** with film screenings and other trades.
● Develop Student Caucus with clear goals and objectives.
● Produce 3-6 videos for sharing on social media.
● Create Instagram channel and cross-post all social media.
● 12-24 issue articles/year published on website and cross posted online in media outlets.
● Send 1-2 press releases/month.
● Pass/help pass 20 resolutions through congregations, temples, etc. and record them on the website.
● Reach out to 15 interfaith/ethical organizations/groups to educate them about Move to Amend and issues of corporate power.
● Give 12 presentations/sermons about Move to Amend Interfaith Caucus.
● Create user friendly Interfaith webpage with resources for MTA supporters to engage faith communities.
● Identify legal organizations and progressive law school programs to secure endorsements, presentation opportunities, and prospective legal interns.
● Establish “Lawyers to Amend” page on the website to list law firms and individual attorneys who endorse the We the People Amendment.
● Recruit 30 additional Union Locals / Central Labor Councils to pass Move to Amend resolutions.
● Explore partnerships with California Nurses Association/National Nurses United and Communication Workers of America.
● Reconnect with Crossroads performance artists/scientists and participate in one event on their tour.
● Create Movement posters and musical playlist for Barnstorming talks.
● Partner with The Backbone Campaign to send 28th amendment image to 5 communities for Action in a Box Campaign.
● Relaunch We the People Listen campaign and talk to 1000 people in communities.

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.

● 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.
● Integrate organizing and leadership development training opportunities into Barnstorming Tour Program.
● Launch Chapter Accreditation Process that ensures our commitment to building diverse leadership, with 3-5 initial chapters.

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.
● Raise $100,000 from sustaining donors (monthly donors)
● Share Strategic Plan with key donors via in-person meetings where possible or by phone if necessary.
<table>
<thead>
<tr>
<th>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 <em>We the People Amendment</em>. Partnering with other movement organizations engaged in developing similar educational opportunities will build strength and solidarity.</th>
</tr>
</thead>
<tbody>
<tr>
<td>● <strong>Finish</strong> &quot;Local Plans for Solidarity Organizing&quot; with all affiliates.</td>
</tr>
<tr>
<td>● Conduct organizational evaluation of Movement Education Program and make adjustments to allow affiliates to begin outreach sooner, and split off movement history to online training course.</td>
</tr>
<tr>
<td>● <strong>Develop ongoing political education programming structure</strong> for active volunteers and leadership that incorporates study groups, coalition calls, in-person workshops/meetings, webinars and leadership summit programming.</td>
</tr>
<tr>
<td>● <strong>Develop draft model corporate codes language for state constitutions and legislation</strong> to define the appropriate role of corporations after the We the People Amendment passes. Share this language with movement partners and allies for input.</td>
</tr>
</tbody>
</table>

*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](http://www.MoveToAmend.org/plan).*