2024 Transformative Impact Plan

Our Mission

Democracy North Carolina is a nonpartisan, nonprofit organization that uses research, organizing, and advocacy to **strengthen democratic structures, build power among disenfranchised communities, and inspire confidence in a transformed political process that works for all.** For over 30 years, Democracy NC has worked to advocate safe and accessible elections, and amplify changemakers of society, strengthening the structures that define democracy along the way.

Our Vision

We aspire for our state's democratic structures and policies to serve as a national model, ensuring voting access and fair representation for every North Carolinian — especially the Black, brown, and low-wealth people who have been the targets of voter suppression. We envision existing and emerging community activists, leaders, coalitions, and partners working together to strategically build power and expand participation. Above all, we hope to have all North Carolinians reach a place where they can believe that true democracy is possible and worth the work.

We are Of the People
We believe in dismantling systems and structures that obstruct the right to participate in a fair democracy.

We are By the People
We are racially, politically, and culturally diverse. United by trust and the desire for bold action to improve democracy for **all**.

We are For the People
Advocates who lead with empathy; we realize the power of knowledge and seek to deliver power to the people.

Of, by, and for the people.
We are Democracy NC.

Transformative Impact Plan

Our *Transformative Impact Plan* focuses on:

Research & Innovation
Advancing democracy through innovative research and analysis. Research analyzes election-related problems, explores possible solutions, and distributes our findings to a variety of audiences.

Students & Young Adults
Developing democracy advocates today to transform tomorrow. Organizing both statewide and in local communities, where we bring together diverse groups of people to focus on shared advocacy and civic engagement goals.

Voter Engagement, Access, and Protection
Ensuring the rights of all voices to be heard in the political process. Efforts include relational organizing and our Nonprofit Voter Engagement program, providing voter education materials, and our Election Protection and Elections Advocacy programs.

Organizational Capacity
Creating the essential structure and financial stability to support our strategic vision.

Research & Innovation

Advancing democracy through innovative research & analysis

Actions/Priorities
- Serve as the subject matter expert for voter/election related data & analysis; audience to include partner orgs, general public and media.
- Produce research and analysis to inform advocacy and organizing efforts
- To identify opportunities/recommendations to strengthen our democracy and ensure voter engagement and access
- Conduct & utilize research to customize messaging & engagement needs for specific populations (Black people, Black women, other populations, specific regions)
- Investigate long-term issues that will help prepare Democracy NC to promote an affirmative agenda on voting rights

Measuring Progress/Outcomes
- Annual election protection reports. Increase in volume and frequency of research and analysis performed and shared
- Increase in individuals voted as share of voting population for every election. Increase in registered voters as share of voting population for every election

Student & Young Adult Engagement

*Developing democracy advocates today
to transform tomorrow*

Actions/Priorities

- Identify gaps and opportunities for engagement for the student + young adult population

- Expand focus beyond college-enrolled to include young adults not enrolled in postsecondary education (i.e. 18-29)
  - For college enrolled, identify specific student populations for focus (HBCUs, community colleges)

- Leverage partnerships for greater engagement, reach, and collaboration (e.g. Carolina Youth Partnership)

- Evaluate Democracy Summer and its alignment with our long-term vision

Measuring Progress/Outcomes

- Number of student and young adult connections, number of newly engaged young people

- Build lifelong civic engagement

- Increased voter engagement in 18-29 population

- Greater alignment between student and young adult programming and long-term organizational vision

- Greater collaboration across the ecosystem, potential recruitment pipeline for student engagement

- Increased outreach on community college campuses and other campuses of focus

Voter Engagement, Access & Protection

Ensuring the rights of all voices to be heard in the political process

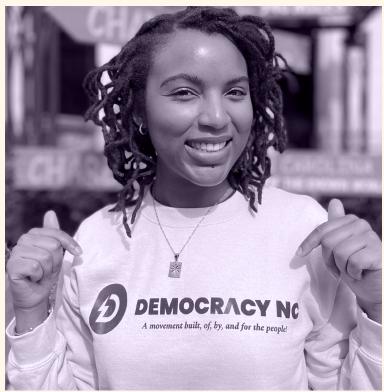### Actions/Priorities

- Serve as the convener for voter protection and election protection efforts

- Develop a system-wide organizing strategy with the ability to cascade to the regional/ local level

- Continue to serve as a resource for voter engagement across the state (i.e. NPVE)

- Advocate for effective local administration year-round

- Expand voter protection efforts beyond electoral cycles

- Prevent and remove obstacles to voting and fair representation

Voter Engagement, Access & Protection *(Cont.)*

Measuring Progress/Outcomes

- Aligned and cohesive strategies among coalition partners across the state
- System-wide organizing mode
- Increased voting access (e.g. polling locations, hours, and administrative practices)
- Advocacy for pro-voter reforms and policies
- Increase in individuals voted as share of voting population for every election
- Increase in registered voters as share of voting population for every election

Organizational Capacity

Creating the essential structure and financial stability to support our strategic vision

Actions/Priorities

- Align organizational structure with strategic vision and goals
- Develop and implement an equitable compensation strategy/approach
- Develop a development and financial sustainability plan (will include how to diversify funding and direct spending)

Measuring Progress/Outcomes

- Increase in overall operational efficiency (improved coordination and accountability across the organization)
- Implementation of an equitable compensation strategy/approach
- Clear and actionable development and sustainability plan
- Increase in funding and spending opportunities