

# Honoring Our Legacy, Building Our Future

## LLL USA Strategic Path 2020-2021

OUTREACH			
Goal: Building community to grow the organization.			
Project	Completed	Ongoing	Beginning
LLL USA Events	<i>Live, Love, Latch!®</i>		Increase event attendance by 20%
Advocacy	US Breastfeeding Committee (USBC)  National Action Partnership to Promote Safe Sleep Improvement and Innovation Network (NAPPSS-IIN)  National Association of Professional and Peer Lactation Supporters of Color (NAPPLSC)		
Equity, Diversity, & Inclusion (EDI)	2nd Demographic survey  Entrance survey to track incoming demographics  EDI Statement developed and added to LLL USA Area Agreement	Facilitate addition of EDI Statement to all Area Networks and Area Agreements	Create EDI supplements to add to the LAD Checklist  Collect zip codes from meeting attendees and helping contacts to better understand who we are reaching
	Improve diversity of photos and topics in <i>New Beginnings</i> blog, LLL USA website, and across social media  LLL USA EDI Scholarship  Share free EDI training opportunities with Leaders  Support Black Breastfeeding Week and Native Breastfeeding Week during National Breastfeeding Month (August)		Develop EDI-specific training for Leaders and Areas to present
Breastfeeding Coalitions	Participate in coalitions across the US states		Encourage wider participation in local and state coalitions
Public Relations	Produce press releases, as needed  Offer public statements, as requested		
Partnerships	Cultivate relationships with authors of breastfeeding-related books  Promote research opportunities that support the LLL USA Mission		
Conference Presence	US Breastfeeding Committee (USBC)		Attend Reaching Our Sisters Everywhere (ROSE) conference

## COMMUNICATION

Goal: Creating content to help Leaders and families.

Project	Completed	Ongoing	Beginning
<b>LLLUSA.org Website</b>	Leaders Page  Find Help! Leader Locator Tool	Promote use of resources on the Leaders Page. (Currently 37% of Leaders)  Create LLL USA-specific content  Add Spanish translations	Increase Leaders Page access to 50% or better  Create greater continuity between website and social media
<b>Social Media</b>	Grow followers for: Facebook: 379,000+ Instagram: 46,300+ Twitter: 6,100+ and Pinterest  Create additional Spanish-language memes		Increase followers across all platforms by 10%
<b>Online Publications</b>	One-page printable resources at LLLUSA.org/bfinfo	<i>New Beginnings</i> weekly blog  Quarterly Leader newsletter, <i>The Leader Connection</i>	Develop LLL USA's new <i>Breastfeeding 101</i> printable resource
<b>Announcements</b>	Utilize and maintain Constant Contact to all LLL USA Leaders and the <i>New Beginnings blog</i> subscriber list		
<b>Provide Resources</b>	<i>Live, Love, Latch!</i> ® materials	Memes to share  Impact report cards  LLL USA Photo Depot	Add resources for online meetings, cafes, and classes
<b>Conflict Resolution between Area Networks</b>			Form a standing Resolution Team with representatives of all 5 ANs

## ACCOUNTABILITY

Goal: LLL USA Leaders and entities support the LLL USA Mission.

Project	Completed	Ongoing	Beginning
<b>Agreements</b>	All Area and Area Network Agreements reviewed and accepted	Area Network Agreements updated as scheduled	Obtain all ANs' approval of March 2020 revision of LLL USA Area Network Agreement
<b>LLL USA Policy</b>	LLL USA Social Media Guidelines  WHO Code Policy		Improve Leader statistics reporting
<b>Protect Logo &amp; Brand</b>	<i>Live, Love, Latch!</i> ® name and logo are registered trademarks	Create documents to protect registered marks	

	LLL USA Logo Guidelines	Pursue infringements against registered marks	
<b>Global LLL USA Presence</b>	<p>Elect LLL USA Representatives to Global Leaders Committee</p> <p>Appoint Board Election Committee to identify eligible LLL USA nominees for available LLLI Board seats and oversee elections</p> <p>Participate in global discussions with other 7 Direct Connect Entities</p> <p>Recruit participants for Global Professional Liaison Network</p> <p>Provide representation on LLLI committees, as needed</p>		

## FINANCING

Goal: Maintain and grow a financially robust LLL USA with fiduciary responsibility, transparency, and integrity.

Project	Completed	Ongoing	Beginning
<b>Internal Audits &amp; Finance Reports</b>	<p>Recommendations for best practices</p> <p>Post reports for Leaders</p>	<p>Arrange annual internal audit</p> <p>Post annual LLL USA finance reports and budgets to a public website page; post Area Networks' financial reports to the Leaders Page</p>	
<b>National Fundraising</b>	<p>Use Facebook and Network for Good donation campaigns to minimize assessments</p> <p>Encourage Facebook birthday fundraisers and Leaders sharing LLL USA fundraising campaigns</p>		<p>Promote legacy donations</p> <p>Publish donor newsletter</p> <p>Cultivate relationships with major donors</p>
<b>Local Fundraising</b>	<p>Info/support for <i>Live, Love, Latch!</i><sup>®</sup></p> <p>Avoid fundraising conflicts</p> <p>Co-host local events on Facebook</p>		<p>Increase entity participation in <i>Live, Love, Latch!</i><sup>®</sup> by 20%</p>
<b>501(c)(3) &amp; Group Exemption Status</b>	<p>IRS granted LLL USA tax exempt status (2017) &amp; a group exemption (2018)</p>	<p>Transfer EINs of LLL USA- affiliated entities to the LLL USA group exemption</p> <p>File 990 for LLL USA annually; verify that all LLL USA entities have filed 990s</p> <p>File annual EIN Report to IRS</p>	<p>Transfer 80% of all entity EINs by Nov 30</p>
<b>Sponsorships</b>	<p>Conduct Facebook giveaways</p> <p>Develop Sponsorship Agreements and materials</p>		<p>Solicit website sponsorships</p>
<b>Product Sales</b>	<p>Promote and add content to Threadless Shop.</p>		<p>Increase sales by 10%</p>