

# Honoring Our Legacy, Building Our Future

## LLL USA Strategic Path - updated November 2022

### OUTREACH

Goal: Building community to grow the organization.

Project	Completed	Ongoing	Beginning
<b>Equity, Diversity, &amp; Inclusion (EDI)</b>	<p>“A Sea Change” webinar (an EDI-specific training) developed and released for Leaders</p> <p>EDI Statement developed and added to LLL USA Area Network Agreement</p>	<p>Entrance Leader survey to track incoming demographics</p> <p>Assure that all Leaders have an understanding and respect for the principles of equity, diversity, inclusion, and justice</p>	<p>Active Advocacy for Black, Indigenous, people of color, and other marginalized parents</p> <p>100% of Leaders to complete the EDI-specific “A Sea Change” webinar</p>
	<p>Improve diversity of photos and topics in <i>New Beginnings</i> blog, LLL USA website, and across social media</p> <p>LLL USA EDI Scholarship</p> <p>Share free EDI training opportunities with Leaders</p> <p>Support Black Breastfeeding Week, Indigenous Milk Medicine Week, and Asian American Native Hawaiian and Pacific Islander Week during National Breastfeeding Month (August)</p>		<p>Send out another general Leader survey to better understand the demographics of current Leaders</p> <p>Have at least 1-2 Equity Advocates for each Area, depending on size</p> <p>Collect demographic information from meeting attendees and helping contacts to better understand who we are reaching</p>
<b>Advocacy</b>	<p>National Action Partnership to Promote Safe Sleep Improvement and Innovation Network (NAPPSS-IIN) project</p>	<p>US Breastfeeding Committee (USBC)</p> <p>USBC COVID Constellation</p> <p>National Association of Professional and Peer Lactation Supporters of Color (NAAPLSC)</p> <p>Joining other organizations in advocacy efforts</p>	<p>Establish named LLL USA EDI Scholarships</p> <p>Add a 4th LLL USA Rep to USBC</p>
<b>Breastfeeding Coalitions</b>	<p>Added a question to Leader reports in order to capture how many are involved in coalitions already</p>		<p>Encourage wider participation in local and state coalitions by highlighting the benefits that come from serving on a coalition using Blog posts by those who serve about impact</p>

<b>Public Relations</b>	Offer public statements, as requested		Create a PR video
<b>Partnerships</b>	Cooperate with researchers in distribution of study opportunities that support the LLL USA Mission		
<b>Conference Presence</b>	Participated at 2021 & 2022 US Breastfeeding Committee (USBC) Conferences with Virtual Exhibit Booth  Provide financial support so Leaders can attend conferences		United States Lactation Consultant Association (USLCA) presence
<b>LLL USA Events</b>	Virtual Breastmilk Drive	<i>Live, Love, Latch!</i> <sup>®</sup>  <i>Live, Love, Latch!</i> <sup>®</sup> Virtual 5K	Establish a team to work on <i>Live, Love, Latch!</i> <sup>®</sup> year round  Build awareness for broader reach  Increase to monthly promotion: virtual, hybrid, and live

## COMMUNICATION

Goal: Facilitating communication between/with Leaders, families, and healthcare providers.

Project	Completed	Ongoing	Beginning
<b>LLLUSA.org Website</b>	Find Help! Leader Locator Tool now also includes a language search and expanded to global	Promote use of resources on the Leaders Page  (Currently 44% of Leaders with logins)	Increase Leaders Page access to 75%
	Continuing Education platform created  Leader Applicant section added to website, with access to EDI-specific training for Leaders	Create more LLL USA-specific content  Add more Spanish translations	Create greater continuity between website and social media
	Redesign to give better appeal and allow greater accessibility for users with visual impairments		
<b>Social Media</b>	Established a YouTube channel	Grow followers for: Facebook 5% (currently 384,000+) Instagram 30% (currently 61,100) Twitter 15% (currently 7,463)  Create additional Spanish-language memes	Create video content to be posted on our YouTube channel  Create greater continuity between website and social media
<b>Online Publications</b>	One-page printable resources and extended info pages at LLLUSA.org/bfinfo  <i>New Beginnings</i> weekly blog  Impact report cards		Develop new <i>Breastfeeding 101</i> printable resource

<b>Leader Publications &amp; Announcements</b>	Quarterly LLL USA Leader newsletter, <i>The Leader Connection</i>  Utilize and maintain Constant Contact to all LLL USA Leaders and the <i>New Beginnings blog</i> subscriber list	
<b>Leader Resources</b>	<i>Live, Love, Latch!</i> ® materials  Memes to share  LLL USA Photo Depot	Add resources for online meetings, cafes, and classes
<b>Conflict Resolution between Area Networks</b>		Complete formation of a standing Resolution Team with representatives of all 5 ANs

## ACCOUNTABILITY

Goal: Ensure LLLI and LLL USA policies are met within LLL USA.

Project	Completed	Ongoing	Beginning
<b>Agreements</b>	All Area and Area Network Agreements reviewed and accepted by peer entities periodically	Area Network Agreements updated as scheduled & mutually approved by all connected ANs	All Area Networks & Areas to add the EDI Statement and EDI educational expectations to their Agreements
<b>LLL USA Policy</b>		Message the importance and purpose of statistics in order to improve Leader reporting  Pursue consequences for Leaders who demonstrate a lack of understanding and disregard for/dismissal of EDI policies	Revise Social Media Guidelines
<b>Protect Logo &amp; Brand</b>	LLL USA name is trademarked, and an “LLL USA” trademark agreement is signed with LLLI	Renew trademark registrations for “LLL USA” name and <i>Live, Love, Latch!</i> ® name and logo every five years  Pursue infringements against registered marks	Develop LLL USA logo policy
<b>Global LLL USA Presence</b>	Elect LLL USA Representatives to LLL Global Leaders Committee, as needed  Appoint Board Election Committee to identify eligible LLL USA nominees for available LLLI Board seats and oversee elections  Participate in global discussions with other seven Direct Connect Entities  Recruit participants for LLLI Global Professional Liaison Network  Assure LLL USA representation on LLLI committees, as needed		

## 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>Post annual LLL USA finance reports and budgets to a public website page; post Area Networks' financial reports to the Leaders Page</p>	<p>Arrange annual internal audit</p>
<b>National Fundraising</b>	<p>Use Facebook and Network for Good donation campaigns to minimize assessments &amp; fund programs</p> <p>Encourage Facebook birthday fundraisers and Leaders sharing LLL USA fundraising campaigns</p> <p>Avoid fundraising conflicts</p>		<p>Promote legacy donations</p> <p>Cultivate relationships with major donors</p> <p>Expand database to reach more potential donors</p> <p>Build a bigger fundraising team</p> <p>Consult attorney regarding national fundraising efforts</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>Assure 990 is filed annually with the IRS for LLL USA</p> <p>Verify with the Area Networks that all LLL USA entities have filed their 990s</p> <p>File annual EIN Report with the IRS</p>	<p>Transfer to the LLL USA group exemption 100% of all entity EINs that used to be under LLLI by end of 2022</p> <p>Confirm with Area Finance Coordinators that all Groups have an EIN, in order to have nonprofit tax-exempt status</p>
	<p>Assure newly granted EINs of LLL USA-affiliated entities are added to the LLL USA group exemption</p>		
<b>Sponsorships</b>	<p>Developed Sponsorship Agreements and promotional materials</p>	<p>Conduct Facebook giveaways</p>	<p>Solicit website sponsorships and create ongoing lists</p>
<b>Product Sales</b>	<p>Promote and add content to Threadless Shop (\$275 sold in 2021)</p>		<p>Increase sales by 10%</p>