To

IndivisibleNOCO Strategic Plan

2025 - 2026

Introduction

IndivisibleNOCO was started the day after the November 2016 election. The election outcome was an affront to our deeply held values of honesty, integrity, empathy and justice. We knew that we had to actively resist what we see as a threat to democracy, our planet, women, people of color, people from other nations, our economy, and our future. 35 people attended our first meeting. Since then, we have grown to almost 3,000 members.

Democracy in the United States is under attack. The Trump administration is eroding the pillars of democracy at breakneck speed and with terrifying effectiveness. Congress is abdicating its power, the Supreme Court is giving Trump unchecked power and the press is failing to hold our leaders accountable. Saving democracy and preserving the rule of law is going to take the united effort of the people of the United States of America.

Saving democracy is not a small feat. The IndivisibleNOCO Leadership Team consists of a few volunteers who are dedicating much of their free time to the Indivisible movement, of which we have been a part since 2016. As an organization, we have limited resources in terms of time and money and we recognize that we need to leverage those resources as effectively as possible. We need to prioritize activities and spending where we can have the most impact.

This strategic plan will guide our activities through the November 2026 elections. We will revisit the plan in January 2026 to assess the state of affairs at that time and determine whether we need to revise any parts of our plan.

Mission Statement

Located in Northern Colorado, IndivisibleNOCO was formed to:

- Promote democracy and democratic values
- Inform the public
- Drive increased political engagement
- Build community
- Get out the vote

As such, IndivisibleNOCO is committed to:

- Protecting democracy

- Empowering civic participation
- Electing progressive leaders

IndivisibleNOCO is driven by our core values of:

- Integrity
- Justice
- Empathy
- Honesty
- Compassion and kindness
- Inclusion

Strategic Issues

IndivisibleNOCO determined that the strategic plan must address the following issues facing us today:

- Preserving democracy
- Preserving the rule of law
- Electing progressive candidates
- Getting out the vote (GOTV)
- Educating voters – an informed electorate is an engaged electorate
- Pressuring elected officials to fight for democracy, the rule of law and against the cruel parts of Trump's agenda
- Engaging people who want to "do something"
- Reaching out to independent/unaffiliated voters (getting outside the echo chamber)
- Getting > 3.5% of the population involved

Strategic Plan

IndivisibleNOCO's strategic plan focuses on five strategic goals:

1. Educate and engage
2. Leverage social media
3. Prepare for 2026 elections
4. Raise funds to support other goals

Strategic Goal #1: Educate and Engage

An informed electorate is an engaged electorate
Engagement is the foundation for mass mobilization
Community is a motivator for taking action

Objectives	Strategies

1. Provide stakeholders with information to understand current issues and how government works (civics)	• Engage volunteers to research and write fact sheets – also builds up active membership
	  o Provide talking points and messages
	  o Share fact sheets on website via links from newsletter and SM
	• Publish weekly newsletters
	• Hold educational events (guest speakers, films) - One per quarter

2. Build community	• MYWN - Every other month • New member meetings • Move people up the ladder of engagement • Rallies – Approximately once/month

Strategic Goal #2: Leverage Social Media

Can use SM to influence, educate and engage

Provide talking points

Highlight positive and negative actions of elected officials

Highlight positive and negative positions of candidates

Can use SM to increase our sphere of influence

Objectives	Strategies
1. Release daily SM content consistent with a daily SM calendar	• Develop a daily SM calendar • LT team provides content to SM team **o** Monthly, if possible, but more likely weekly due to constantly changing news

2. Release ad hoc posts to address current needs	• SM team creates ad hoc posts as it sees fit
	• SM team responds to requests from LT to create and post content
	• Leadership creates/posts ad hoc content
	• Ad hoc content may:
	  o Highlight + and – of elected officials
	  o Provide election information (e.g., on candidates we endorse or want to highlight duplicitousness)
	  o Provide talking points for current issues

Strategic Goal #4: Prepare for 2026 Elections

Opportunity to elect progressive candidates to statewide offices
Opportunity to turn Colorado even more blue
Flipping the House is critical to saving democracy
Voter turnout in midterms is lower than during presidential election years
Wording and advertising on statewide ballot issues can obscure political agenda

Objectives	Strategies

1. Provide information on key elections and candidates	• Develop research team
	  o Assign responsibility for races/candidates
	• Post information about races/candidates on website
	• Highlight races/candidates in newsletter and on SM
	• Endorse if key and significant differences
	• Hold primary candidate forums for key races:
	  o Governor
	  o Attorney General
	  o Secretary of State
	  o U.S. Senate
	  o CD4
	• Amplify SM information on CD8

2. Promote progressive candidates	• Highlight in newsletters • Hold candidate meet and greets • Share information on SM • Engage members to write letters to editor
3. Encourage member participation in campaigns	• Volunteering • Donating $ • Amplifying information on SM • Writing letters to media outlets

4. Encourage voter engagement	• Provide information on:
	  ○ importance of local races
	  ○ on local ballot issues
	  ○ Where/how to vote
	• Texting GOTV
	• Support voter registration efforts

Strategic Goal #5: Raise Funds

Need funds to support:

- Everyday operations
- Strategic initiatives, especially GOTV texting
- Ad hoc expenditures consistent with strategic goals

Fundraising activities are a way to engage member

Objectives	Strategies
1. Manage finances	• Develop a budget o Track budget monthly
2. Identify fundraising goals	• Base on budget and strategic plan
3. Hold fundraising events	• One per quarter • Advertise how money will be used