

lift louisiana

**ACTION PLAN**

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# INTRODUCTION

As advocates for reproductive health, rights, and justice, Lift Louisiana is deeply committed to navigating this evolving landscape while staying true to our core values. This action plan is directing Lift Louisiana toward a future that embraces opportunities and confronts challenges, all in service to the communities Lift champions.

Outlined goals that mirror Lift's steadfast dedication to enhancing Lift's board engagement, diversifying funding, striving for clarity and accountability via processes and procedures, enduring advocacy efforts, cultivating new partnerships, and strengthening communications.

This plan is a commitment to Lift Louisiana's devoted team members, steadfast supporters, collaborative community partners, and, most importantly, to the individuals whose lives depend on Lift Louisiana.

## **NEW MISSION STATEMENT:**

**WE BUILD A BETTER LOUISIANA FOR WOMEN, GIRLS,  
AND GENDER EXPANSIVE PEOPLE BY ADVOCATING FOR  
REPRODUCTIVE HEALTH, RIGHTS, AND JUSTICE.**

Although Lift Louisiana has refined its mission statement, Lift's vision remains the same. We envision a liberated and equitable Louisiana where our laws are rooted in compassion and empathy. Regardless of race, gender, class, or ability, every individual enjoys autonomy, access to essential information and unrestricted resources, allowing them to make informed decisions about their reproductive futures.

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# KEY AREAS OF FOCUS

Embarking on a visionary journey for the next three years, Lift Louisiana is committed to amplifying impact through this action and implementation plan that hones in on ten pivotal areas. Each facet represents a strategic imperative, collectively steering Lift Louisiana towards a future characterized by innovation, sustainability, and enduring positive change.

FOCUS AREA	GOAL
<b>Board Engagement</b>	Central to Lift's success is the active engagement of Lift's board members. Through tailored initiatives, Lift will foster a culture of strategic thinking, collaboration, and shared responsibility. The goal is to harness the diverse expertise of Lift's board, ensuring a collective commitment to organizational goals and mission alignment.
<b>Communications Action Plan</b>	Recognizing the power of effective communication, this action plan places a strong emphasis on developing a robust communications action plan—especially when a crisis arises. This entails refining messaging, leveraging digital platforms, and implementing targeted outreach to amplify the mission, connect with stakeholders, and foster a strong community presence.
<b>Diversifying Funding Streams</b>	Ensuring financial resilience is a cornerstone of Lift's strategy. Lift will proactively diversify funding streams, exploring innovative avenues, cultivating donor relationships, and maximizing grant opportunities. This multifaceted approach aims to create a sustainable financial foundation that supports mission-driven initiatives.
<b>Organizational Effectiveness and Operations</b>	Striving for operational excellence, Lift is committed to enhancing clarity and accountability in internal processes and procedures. Through comprehensive reviews, updates, and training programs, Lift aims to streamline operations, reduce redundancies, operationalize racial equity values and ensure that every team member is equipped to contribute effectively to organizational goals.

# KEY AREAS OF FOCUS

## Advocacy for Systemic Change

Lift's commitment to transformative impact extends beyond Lift's immediate sphere of influence. Lift will champion advocacy efforts aimed at addressing systemic issues aligned with Lift's mission. By collaborating with stakeholders, policymakers, and the public, Lift aspires to drive tangible, sustainable change on a broader scale.

- Engage & educate state legislators
- Provide advocacy training to broad network of individuals
- Organize trained advocates to meet with their legislators and engage with them on policy proposals throughout the legislative session
- Pilot deep canvassing for abortion in conservative area
- Organize advocates through Women on Wednesday (WOW), to learn about legislative process and participate at the Capitol.
- Promote and pass RJ focused legislative agenda and oppose legislation that undermines or restricts reproductive healthcare access
- Lead Louisiana Coalition for Reproductive Freedom (LCRF) Legislative Strategy Committee

## Legal Advocacy

- Identify and train attorneys who work in rural areas to participate in Lift's criminal abortion ban legal defense network
- Determine how to most effectively identify and get resources to people being prosecuted for abortion or negative pregnancy outcomes
- Provide legal support for young people in accessing abortion or gender-affirming care

## Strategic Partnerships for Collective Impact

Recognizing the power of collaboration, this action plan underscores the importance of forging strategic partnerships. By aligning with likeminded organizations, political influencers, and community leaders, Lift seeks to amplify Lift's impact, share resources, and collectively address the complex challenges within Lift's mission scope.

- Work with Partners to establish and facilitate a coalition in support of emergency contraception
- Build and deepen relationships with reproductive justice organizations in other red states Engage more college students in Lift's work
- Increase co-sponsoring organizations for Women on Wednesday (WOW) events during the legislative session

# ACKNOWLEDGEMENTS

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Lift Louisiana is focused on ensuring that both the board and staff are empowered to contribute actively to the organization's success. With the groundwork laid out in this action plan, Lift Louisiana is poised to solidify our goals, actions, and tasks. It's time to transition from planning to action, and we are eager to embark on this journey.

**WE THANK YOU FOR YOUR CONTINUED  
SUPPORT OF OUR PROGRAMS**

## Contact

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**This planning project was facilitated and implemented by  
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