

Honoring the Legacy and Building the Future!

La Leche League USA Strategic Path

Updated May 2017

—Outreach—

Long-term Goal	Building community to grow the organization.			
	Project	Completed	Ongoing	Beginning
Short-term Goals	LLL USA Events	<i>Live, Love, Latch!</i>		
	Advocacy	USBC NAPPSS WHO Code Guidance Sign-on NAPPLSC		
	Equity, Diversity, & Inclusion	Demographic survey of Leaders and families we serve to use as a baseline snapshot LLLifting Every Voice Campaign for Black Breastfeeding Week 2016	Expanding Equity Advocates program Training Equity Advocates to present continuing education for Leaders Continual survey data analysis and ongoing sharing of data	Scholarship program for stipends for Leaders to attend continuing education related to EDI topics.
		Leaders' Diversity Sharing discussion now has 900+ members and an extensive library of diversity resources Improving diversity of photos and topics used in posts and in <i>New Beginnings</i> Supporting Black Breastfeeding Week		
	Participation in Breastfeeding Coalitions	Leaders participate in their local or state breastfeeding coalition in all 50 states		
	Public Relations			Developing media statements
	Partnerships	C.A.R.E Code Alliance		
		<i>Ultimate Resource Card</i> WHO Code Anniversary		
	Conference Presence	United States Breastfeeding Coalition (USBC) Academy of Breastfeeding Medicine (ABM) International Lactation Consultant Association/United States Lactation Consultant Association (ILCA/USLCA) Breastfeeding and Feminism (BFIC)		
	Guidelines for Advocacy—501(h)			Education webinar from USBC

—Communication—

Long-term Goal	Facilitating communication between/with Leaders, families, and health professionals.			
	Project	Completed	Ongoing	Beginning
Short-term Goals	Website	Active with Leader Pages	23% of Leaders registered Organizing Leader pages	
	Social Media	Growing audience on several platforms Facebook: 303,000+ Instagram: 13,500+ Twitter: 3,800+		
	Publications	<i>New Beginnings</i> subscribe button on the blog	<i>New Beginnings</i> Weekly blog posts	Newsletter for Leaders
	Announcements	Emails via Constant Contact to all USA Leaders and the <i>New Beginnings</i> subscriber list		
	Providing Resources	Outreach Cards available on Leader Pages	Memes to share Impact Reports Procedures Manual	
	Conflict Resolution between Area Networks	Recommendations as needed		
	CSI Trainings		Investigating “CS in the US”	

—Accountability—

Long-term Goal	Ensure the LLLI policies are met within the USA.			
	Project	Completed	Ongoing	Beginning
Short-term Goals	Agreements	51 Area and 4 Area Network Agreements reviewed	3 Area Agreements in process	Awaiting Agreements from 2 Areas
	LLL USA Policy	“Procedures Manual” Files		Improve Leader reporting Tracking of Leader education
	Protect Logo & Brand	<i>Live, Love, Latch!</i> name and logo are registered trademarks	Education for Leaders	LLL USA Logo Guidelines
	Connect with DCANs & LLLI	Quarterly & as needed Supporting LLLI efforts in updating the <i>Leader’s Handbook</i>		Investigate agreement with LLLI

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

	Project	Completed	Ongoing	Beginning
Short-term Goals	Internal Audits & Reports	Recommendations for best practices Posted reports for Leaders	Internal audit performed annually	
	Fundraising	Donation campaigns to minimize assessments		
	Local Fundraising	Provide materials Info/support through <i>Live, Love, Latch!</i> Avoid fundraising conflicts Posting local events		
	501(c)(3)	Approved		
	Advertising			Website
	Product Sales	Café Press Shop		