Everyday Democracy

3-YEAR STRATEGIC BUSINESS PLAN

Building power with everyday people to advance inclusive, multiracial democracies

THE CHALLENGES FACING OUR DEMOCRACY

Today, the forces driving us apart and preventing long-term change are magnified even further by misinformation and a wealthy few who sow fear and division, undermining public discourse and our democracy.

Our communities and country lack the civic spaces and opportunities to hold brave, inclusive, and action-oriented dialogues between neighbors. Most public dialogue and decision-making processes fail to meaningfully include the individuals and communities most affected, and many communities face increasing barriers to participation.

65% of Americans say they always or often feel **exhausted of politics**

57% of young people aged 18-24 are **dissatisfied with American democracy**

79% of Americans **use negative words** to sum up their feelings on politics

84% of Americans say there is **more to be done** to achieve racial equality

BUILDING A FUTURE WHERE...

civic courage is practiced and communities come together to govern, solve pressing issues, and thrive.

OUR MISSION

To **build power** with individuals and groups **advancing multiracial democracies** in their local communities.

OUR VISION

A **vibrant, multiracial democracy** where all people have access, resources, and power to create thriving communities.

OUR VALUES

- Relationships & active listening
- Building trust
- Challenging dominant narratives
- Confronting structural oppression
- Honoring local histories
- Continuous learning

HOW WE WORK

We believe everyday people have the wisdom and ability to make decisions that impact their lives. Our programming puts the tools and resources for **community building and collective problem-solving** into the hands of those closest to local civic issues: everyday people.

We know a healthy democracy requires local democratic engagement. When we expand everyday people's capacity to organize, discuss, and decide how policies should impact their communities, we're **building power for change at the local level**.
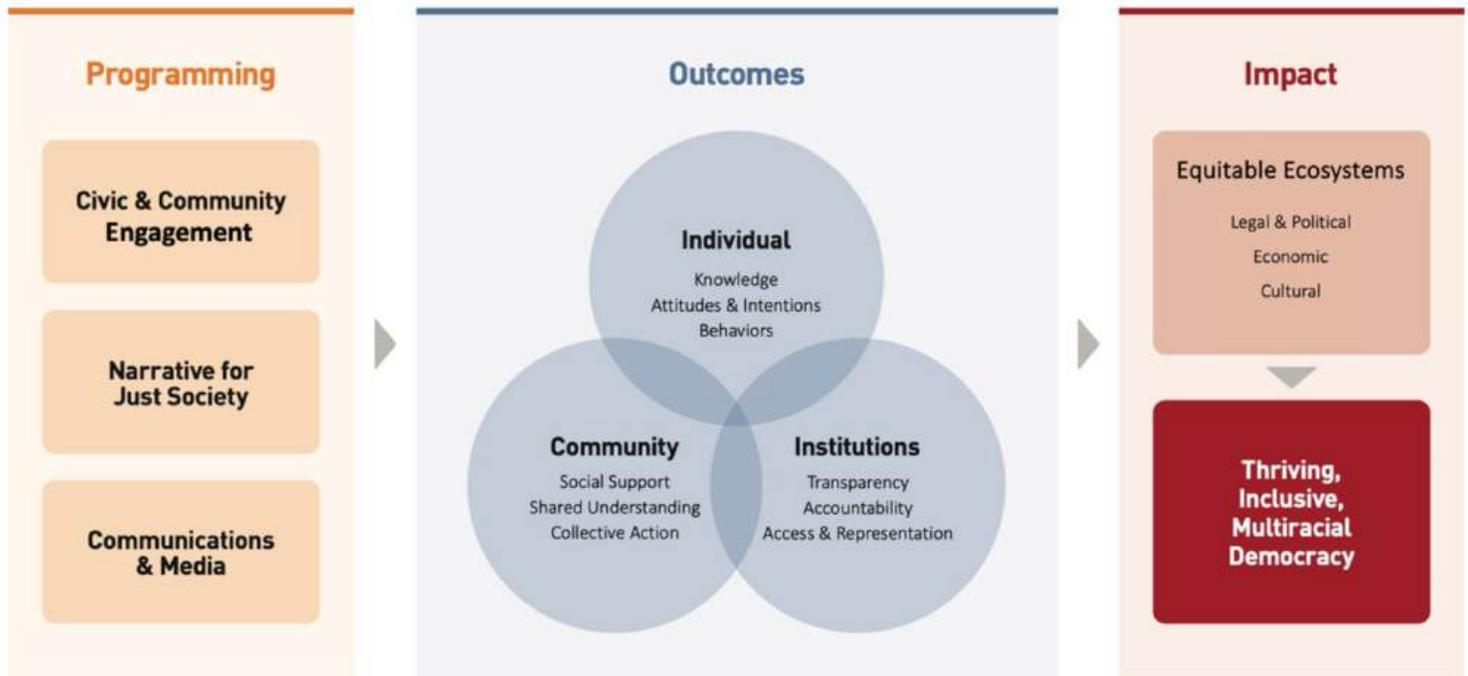
We base our dialogues in facts and amplify shared values so communities can come together for a common purpose. Our multipartial facilitation model **disrupts harmful practices** that "other" our neighbors, encourages perspective taking, and attends to the power imbalances that often occur in discussions.

Our work also invites participants to reflect on history, not only so that we can better understand today's culture and society, but to ensure we **make more inclusive choices for our shared future**.

Everyday Democracy is powered by Everyday People.

OUR THEORY OF CHANGE

Programming
- Civic & Community Engagement
- Narrative for Just Society
- Communications & Media

Outcomes

Individual
Knowledge
Attitudes & Intentions
Behaviors

Community
Social Support
Shared Understanding
Collective Action

Institutions
Transparency
Accountability
Access & Representation

Impact

Equitable Ecosystems
Legal & Political
Economic
Cultural

Thriving, Inclusive, Multiracial Democracy

Our theory of change assumes that individuals, groups, and institutions are socially constructed and have reciprocal/interdependent influence on each other.

Our work changes individual beliefs, values, knowledge, and behaviors. Furthermore, our activities **create partnerships between communities and institutions** to achieve shared objectives, accountability, inclusion, and equitable civic engagement. In the long-term, we will see the impacts of our work leading to a more multiracial, equitable, interdependent democracy.

Each of our programs can be tested based on the components in the theory of change – individual, social, institutional, and civic change. Everyday Democracy's Research and Evaluation department uses **multi-method and standardized measures to study processes and impacts** of different programs in both the short- and long-term.

OUR STRATEGIC PRIORITIES

1 **Promote civic courage** in young people and adults.

2 **Strengthen our infrastructure** and raise organizational visibility.

3 **Build a sustainable organization** positioned for long-term impact.

OUR INITIATIVES

CIVIC & COMMUNITY ENGAGEMENT

Providing equity-focused training, coaching, and tools to support community-led organizing, dialogue, and deliberation practices to solve local problems through civic action.

PROGRAM OFFERINGS

1 DIALOGUE TO CHANGE

2 ACTION, CAPACITY BUILDING, & TRAINING

3 CIVIC AMBASSADORS

NARRATIVE FOR A JUST SOCIETY

Unleashing the power of remembrance, reckoning, and repair to heal and transform communities into multiracial, intergenerational, interdependent democracies.

PROGRAM OFFERINGS

1 ARTS, CULTURE, & DEMOCRACY

2 DIALOGUE FOR TRUTH, RECKONING, & REPAIR

3-YEAR GOALS

DIALOGUE TO CHANGE

Dialogue to Change (D2C) is Everyday Democracy's signature model to engage with community groups and for organizational capacity building. D2C is a three-phase approach (organizing, dialogue, and action planning) to creating sustainable solutions to local civic issues. The depth and quality of our interactive, inclusive dialogues focus on an exchange of ideas and a commitment to address systemic oppression.

TOTAL REACH

450 individuals
with multiple encounters

2024: Revise D2C curriculum

2025: Hold D2C process in 1 community

2026: Run D2C processes in 2 communities

ACTION, CAPACITY BUILDING, & TRAINING

Action, Capacity Building, & Training (ACT) is a set of separate offerings, including leadership skills, dialogue facilitation, community organizing, and action planning.

2024: Pilot Everyday Leaders & multipartial facilitation training

2025: Provide training on 1 topic & develop 1 additional curriculum

2026: Provide training on 2 topics & develop 1 additional curriculum

TOTAL REACH

240 individuals
around the country

CIVIC AMBASSADORS

Adult Civic Ambassadors provides training and skill building on organizing, leadership, and governance systems to promote equitable, local civic engagement and participation year-round. **Youth Civic Ambassadors** empowers and equips youth with the tools, skills, knowledge, and opportunities to become active, informed, and responsible civic leaders.

TOTAL REACH

**75 adults &
50 youth**
in Connecticut

2024: Develop curriculum

2025: Launch Youth Civic Ambassadors & relaunch Adult Civic Ambassadors

2026: Hold annual cohorts of Adult & Youth Ambassadors

ARTS, CULTURE, & DEMOCRACY

Arts, Culture, & Democracy (ACD) utilizes the power of public art projects to share stories, make collective meaning, and co-create a more inclusive story of our democracy. It is a short-term, event-based approach to engaging community members with arts and cultural institutions around a selected focal topic.

TOTAL REACH

380 individuals
engaged nationally

2024: Develop program

2025: Hold 4 engagements

2026: Hold 6 events with special focus around America's 250th Anniversary

DIALOGUE FOR TRUTH, RECKONING, & REPAIR

Dialogue for Truth, Reckoning, & Repair (TRR) is an in-depth, community-based longer-term approach utilizing truth-telling, empathy building, and acknowledgment of historical harms to heal, repair, and restore community connections.

2024: Design curriculum

2025: Launch 1 TRR process

2026: Begin TRR process in Mid-Atlantic/ New England area

TOTAL REACH

200 individuals
engaged through multiple encounters

COMMUNICATIONS

2024: Align communications with strategic direction.

2025: Launch rebranding process.
Grow email list and increase website traffic by 10%.
Identify new leads for community partnerships.

2026: Launch new website.
Pilot a narrative campaign.

OPERATIONS

2024: Overhaul budgeting processes, investments, and payroll systems.
Implement comprehensive performance management system.

2025: Increase financial reserves by 5%.
Support career growth learning and opportunities for employees.

2026: Increase financial reserves by 5%.

ESTIMATED PROGRAM ANNUAL COSTS*

2024	2025	2026
$589,700	$1,534,000	$1,968,000

* Annual costs do not represent an annual budget. These are estimated programming, evaluation, and communications costs for staffing and OTPS plus 20% indirect. Operating costs above 20% indirect are not included in these estimated annual costs.

JOIN US

The promise of this nation lies in our ability to see one another, with our differences, as neighbors equally worthy of respect and care.

Invest now in our shared commitment to building a people-powered, multiracial democracy.

To learn how you can support our mission, contact Shannon Duncan Bodwell, Vice President of Advancement, at sduncanbodwell@everyday-democracy.org.