

2026-2029 STRATEGIC PLAN

Growing Our Reach. Deepening Our Impact.

We are scaling practical civility training, transformative student experiences, and opportunities to engage across differences - while building the sustainable foundation our mission requires.

THREE PRIORITIES FOR RESPONSIBLE GROWTH

1 Expand Programs

Bring proven civility experiences to more students, workplaces, and communities.

- Add one D.C. Student Legislative Seminar each year, building toward 12 annually.
- Deliver two civility trainings each month.
- Host one Congressional Student Forum each year.

2 Build Sustainability

Pair mission growth with reliable revenue and a stronger community of support.

- Grow membership by 30% annually.
- Secure new grant support for each added student seminar.
- Expand earned income through training and partnerships.

3 Increase Visibility

Use clear, consistent communications to connect more people with the mission.

- Grow engaged audiences across social media and our website.
- Turn awareness into participation, membership, and support.
- Share outcomes through annual public reporting.

HOW WE WILL DELIVER

CODIFY & ACCREDIT

Document core curricula and pursue accreditation so programs are consistent and replicable.

ENGAGE OUR COMMUNITY

Mobilize board members, staff, interns, partners, and supporters around shared goals.

BUILD CAPACITY

Prepare new facilitators and expand the trainer network as demand grows.

MEASURE & ADAPT

Review progress monthly, quarterly, and midyear - then adjust course when needed.

OUR NORTH STAR

Expand impact while protecting the long-term strength of the mission.

Help us build a more civil society.

PARTNER • PARTICIPATE • SUPPORT

instituteforcivility.org