

The Madison-Lincoln Initiative Strategic Plan

2026-2029

- I. Mission (see attached)
- II. Vision (see attached)
- III. Values (see attached)
- IV. Major Goals
 - A. Memberships:
 - 1. Enroll 200 members in 2026
 - 2. Enroll 1,000 members in 2027
 - 3. Enroll 5,000 members in 2028
 - B. Democracy Summit:
 - 1. Host first Democracy Summit in July 2026 with 200 attendees
 - 2. Host second Democracy Summit in 2027 with 1,000 attendees
 - 3. Host third Democracy Summit in 2027 with 5,000 attendees
 - C. The Democracy Chronicles:
 - 1. Publish first monthly issue in January 2026;
 - 2. Circulation 1,000 2026
 - 3. Circulation 5,000 2027
 - 4. Circulation 20,000 2028
 - D. Student Clubs:
 - 1. Launch first student club 2026
 - 2. Start ten student clubs 2027
 - 3. Start thirty student clubs 2028
 - E. Revenues
 - 1. 2026 \$5,000
 - 2. 2027 \$20,000
 - 3. 2028 \$50,000
 - F. Work with schools and colleges
 - 1. One school or college 2026
 - 2. Three schools or colleges 2027
 - 3. Ten schools or colleges 2028