

THE [REDACTED]
CIVIL
CONVERSATIONS
PROJECT

2023-2025

Strategic Plan

THE CIVIL CONVERSATIONS PROJECT

THE PROBLEM

America's long unresolved history of racial animosity and racial injustice is both the primary obstacle to achieving this country's potential and the root cause of the Great Divide that has been stripped bare for all to see and experience. Many Americans are unsure or unable how to begin talking about race, CCP models civil conversations and provides tools and strategies to enable everyone to join the conversation as we put an end to racism in our country.

MISSION

Our mission is to support the movement to end racism in America through truthful storytelling, engaging civil conversations and by providing the tools for people to begin to engage in discussions about race in a civil and productive way. We bring vital history, perspective and understanding about the structures perpetuating racism to inform the public dialogue on the local and national level.

VISION

The Civil Conversations Project's (CCP) vision is to bring an accurate perspective to the structures and systems that perpetuate racism. We work to inform the false narrative America tells itself about race by bringing about a more successful dialogue that is inclusive of those who have hesitated to join the conversation. Our desired result is a just, fair, and equitable country. A country where life, liberty and the pursuit of happiness are inalienable rights for everybody, regardless of race, and where all people are created equal.

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VALUES

Vigilance: Keep a careful watch and telling important stories as we track race in America while modeling a civil and productive approach to addressing difficult topics. **Truth:** Speak with facts, clarity and honesty and invite the public to join the conversation. **Integrity:** We have a strong drive rooted in morality, decency and commitment to our work. **Justice:** We believe Black Americans must be treated as the full Americans that they are - equal in status, rights and opportunities.

OUR WORK

Story: CCP creates carefully researched and engaging stories through published writing, Substack documentary filming and other media, challenging many of the long-held beliefs and assumptions that America tells itself about race.

Conversations: CCP initiates and invites the public to join a more informed civil conversations surrounding race. Our goal is to reach out to all Americans regardless of political affiliation or background, through Substack, community conversations and social media, facilitating a deeper discussion about race in America – a discussion that includes the Black American perspective.

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CREATE

Goal: The Board will facilitate the opportunity and the Executive Director will take action to establish: Production of original, impactful stories providing a unique and authentic voice utilizing a variety of media approaches to reach and engage a diversified audience.

2023

- Develop a 12-month “curriculum” for Substack topics and other CCP programming
- Publish Substack posts twice a month
- Develop short videos based on Substack, feature stories or responses to significant events/articles
- Develop robust social media content promoting Substack, the library of CCP writing and relevant discussions of race in America
- Identify the core principles of civil conversations
- Develop 2-4 modules for Civil Communities Initiative
- Publish at least one feature story featuring history or current relevant topic
- At least one opinion piece submitted that is published in at least 10 media outlets
- Identify widely accepted and credible influencers and partner organizations to develop meaningful collaboration

2024

- Publish Substack posts twice a month
- Develop short videos based on Substack, feature stories or responses to significant events/articles
- Develop robust social media content promoting Substack, the library of CCP writing and relevant discussions of race in America
- Develop 2-4 modules for Civil Communities Initiative
- Publish at least two feature stories featuring history or current relevant topic
- At least three opinion piece submitted that is published in at least 15 media outlets

2025

- Publish Substack posts twice a month
- Develop short videos based on Substack, feature stories or responses to significant events/articles for social media and marketing
- Develop robust social media content promoting Substack, the library of CCP writing and relevant discussions of race in America
- Develop 2-4 modules for Civil Communities Initiative
- Publish at least three feature stories featuring history or current relevant topic

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BUILD

Goal: Build strong organizational capacity through organization wide annual planning and a robust development program

2023

- Prepare an annual budget of \$140,000 with a three-month operating reserve
- Develop decision making criteria for program expense allocation
- Develop a compensation matrix for fee-for-service
- Identify key policies critical to advancing the organizational infrastructure and develop a plan to take necessary steps toward adoption and implementation
- Provide a concrete action plan for advancing and evaluating key programs, including Substack, fee-for-service and Civil Communities Initiative
- By year- end, Substack will have over 1,000 followers
- By year-end, social media followers on all platforms combined will number over 2,000
- In addition to the Executive Director, contract with 3-4 associates to assist with our programming
- Continue to cultivate board and advisory board through training and support
- Develop meaningful partnerships that can promote CCP programs and initiatives and act as collaborators to amplify impact

2024

- Prepare an annual budget of \$180,000 with a four-month operating reserve
- In addition to the Executive Director, employ one additional full-time (or equivalent) staff contract with 2-3 associates to assist with our programming
- Continue to progress towards adoption and implementation of key policies
- By year- end, Substack will have over 2,000 followers and a subscription model will be evaluated
- By year-end, social media followers on all platforms combined will number over 3,500
- Continue to cultivate board and advisory board through training and support, ensuring a diverse body with multiple stakeholders engaged
- Nurture meaningful partnerships that can promote CCP programs and initiatives and act as collaborators to amplify impact

2025

- Prepare an annual budget of \$200,000 with a six-month operating reserve
- Adopt and implement key policies
- By year- end, Substack will have over 4,000 followers
- By year-end, social media followers on all platforms combined will number over 5,000
- In addition to the Executive Director, employ 2 full-time (or equivalent) staff contract with 1-2 associates to assist with our programming
- Have a functional and effective board and advisory board in place that is actively involved in fundraising and organizational promotion
- Leverage partnerships to amplify impact through programming and fundraising

THE CIVIL CONVERSATIONS PROJECT

BECOME

Goal: Become a valued and reliable partner and resource in the national dialogue surrounding racism in America through the creation of safe and productive spaces for personal, organizational and agency transformation.

2023

- Provide 4 trainings to unique, influential, and impactful organizations to improve their understanding, role and actions surrounding race on a fee-for-service basis. Solicit feedback to demonstrate efficacy and to improve future offerings.
- Evaluate opportunities to provide training via Zoom to a broader public to support their understanding, role and actions surrounding race, including building this into the fee-for-service programming
- At least 90% of the participants at CCP facilitated events leave affirming they feel more capable to engage in civil conversations around race and commit to talking with their circles of influence about the critical issue of race in America.
- Identify methods to capture impressions of people engaging with CCP who feel that they have been left out of dialogues around race, or have been unsure where to join the movement

2024

- Provide 6 trainings to unique, influential, and impactful organizations to improve their understanding, role and actions surrounding race on a fee-for-service basis. Solicit feedback to demonstrate efficacy and to improve future offerings.
- Provide 4 Zoom training via Zoom to a broader public to support their understanding, role and actions surrounding race. Solicit feedback to demonstrate efficacy and to improve future offerings.
- At least 90% of the participants at CCP facilitated events leave affirming they feel more capable to engage in civil conversations around race and commit to talking with their circles of influence about the critical issue of race in America.

2025

- Provide 6-8 trainings to unique, influential, and impactful organizations to improve their understanding, role and actions surrounding race on a fee-for-service basis. Solicit feedback to demonstrate efficacy and to improve future offerings.
- Provide 6 Zoom training via Zoom to a broader public to support their understanding, role and actions surrounding race. Solicit feedback to demonstrate efficacy and to improve future offerings.
- At least 90% of the participants at CCP facilitated events leave affirming they feel more capable to engage in civil conversations around race and commit to talking with their circles of influence about the critical issue of race in America.