



FY 23-26 Strategic Plan

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INTRODUCTION & PURPOSE

To guide its work, Disability Rights Iowa, has adopted a Three-Year Strategic Plan which contains four broad strategic pillars: 1) Ensuring Disability Rights Iowa has statewide awareness across all ninety-nine counties in Iowa; 2) Disability Rights Iowa prioritizes an intersectional and inclusive approach in our disability rights-based advocacy and the issues addressed; 3) Disability Rights Iowa engages in and is recognized for systems change advocacy; and 4) Disability Rights Iowa provides additional advocacy services with sustained new revenue streams. Each strategic pillar identifies a broad goal that advances Disability Rights Iowa's Mission, Vision, Advocacy Core Values, and disability-rights advocacy on issues significant to Iowans with disabilities.

STRATEGIC PILLAR I: ENSURING DISABILITY RIGHTS IOWA HAS STATEWIDE AWARENESS ACROSS ALL 99 COUNTIES IN IOWA.

Outcome A: Iowans have a broader understanding of disability and the impact of disability stigma on the community.

Goal 1: Increase understanding of, and normalize experience of, disability through improving marketing, social media, and communication tools while reducing/eliminating stigma associated with disability across diverse cultures.

Goal 2: Communicate the scope of disability rights legal services and the mission of DRI to serve all Iowans with disabilities in a welcoming and inclusive manner.

Outcome B: All Iowans with disabilities are aware of and understand our services.

Goal 1: Develop and implement statewide outreach plan to increase awareness and understanding of DRI services and shift to systemic work.

Outcome C: DRI's Board communicates to Iowans with disabilities that DRI is welcoming, inclusive and provides valuable advocacy.

Goal 1: Intentionally increase board education around the work of DRI to ensure Board Members can better represent their communities to DRI and DRI to their communities as welcoming, valuable, and inclusive.

STRATEGIC PILLAR II: DISABILITY RIGHTS IOWA PRIORITIZES AN INTERSECTIONAL AND INCLUSIVE APPROACH IN OUR DISABILITY RIGHTS-BASED ADVOCACY AND THE ISSUES ADDRESSED.

Outcome A: DRI is a trusted ally of historically marginalized populations statewide.

Goal 1: By October 1, 2025, identify existing partnerships in Black, LatinX, and rural communities to enrich the depth of DRI's connections to marginalized populations.

Goal 2: DRI's work demonstrates a focus on client and systems work that has an intersectional impact.

Outcome B: DRI Team and Board composition reflect the communities we serve.

Goal 1: Utilize partnerships to recruit Board applicants from communities not historically represented on DRI's Board.

Goal 2: DRI recruiting and hiring result in greater staff diversity.

Goal 3: Revise Board By-laws to ensure the stability of the Board during transition period.

Goal 4: Develop a culture of board engagement in the fiscal and programmatic success of DRI.

STRATEGIC PILLAR III: DISABILITY RIGHTS IOWA ENGAGES IN AND IS RECOGNIZED FOR SYSTEMS CHANGE ADVOCACY.

Outcome A: DRI prioritizes systems change advocacy.

Goal 1: Assess DRI's needs to prioritize systems advocacy regarding skill, knowledge, technology, and additional staff.

Goal 2: DRI possesses the resources to successfully engage in the range of systems advocacy available.

Goal 3: Iowans understand DRI is prioritizing systemic work over individual advocacy to make the biggest impact on the disability community.

Goal 4: Develop and produce readily available, accurate, and robust resources, in accessible formats/languages, for information referrals and self-advocacy to support individuals that do not fit into DRI's priorities.

STRATEGIC PILLAR IV: DRI PROVIDES ADDITIONAL ADVOCACY SERVICES WITH SUSTAINED NEW REVENUE STREAMS.

Outcome A: DRI develops and maintains new and consistent unrestricted revenue streams.

Goal 1: DRI works to increase current unrestricted revenue through increased donor donations and/or new grant opportunities.

Goal 2: Conduct training that is available for CLE and CEU credit for a fee to generate a revenue stream.