



**Building Capacity:
Developing PLAN for the Long Haul**

**CIVIC
Engagement**

- Targeted more than 35,000 voters statewide (mainly new Latino and youth voters), made over 250,000 calls, knocked on over 6,000 doors, and talked to over 10,000 voters about the importance of voting and issues that affect their communities. In the process, we hired dozens of youth and Latinos who are now PLAN leaders.
- Identified over 325 new potential volunteers, found over 75% of our respondents in favor of tax increases to improve education, found over 80% of young people in favor of transgender equity, and found over 60% in favor of holding banks accountable for their role in the foreclosure crisis.
- Moved marginalized voters to the polls in November. Average turnout increase from 2006 to 2010 in precincts statewide was 9%, compared to 16% turnout in targeted precincts.

COMMUNICATIONS

- PLAN was highlighted in 2010 in The Nation, France's GEO, (equivalent to National Geographic); Al Jazeera's international English-language service; Amy Goodman's Democracy Now on Pacifica Radio; and other national and international media. We appeared on TV, radio and print stories at least 75 times.

FUNDRAISING

- PLAN's total donors increased 32% over 2009. \$1000-\$10,000 donors increased from 4 in 2009 to 16 in 2010, a 4-fold increase. \$500 donors increased 40% and \$250 donors increased 53%.

**SMALL BUSINESS
Organizing**

- Developed a working relationship with 82 small businesses to support the mining tax initiative, health care reform and clean energy.

TECHNOLOGY

- Upgraded and streamlined technological infrastructure including new and continuing website improvements, as well as upgrades to our database, email and phone systems.



**YOUTH
Organizing**

- Launched a Nevada Young Activist Project youth internship program within PLAN.
- Youth staff and volunteers made more than 200,000 calls and talked to thousands of young people age 18-24.

STORIES

Prior to enrolling in the social work masters program at the University of Nevada, Reno, **STACEY SHINN** knew she was passionate about economic, social and environmental justice issues. However, she feels that the opportunity to become a practicum student at the Progressive Leadership Alliance has given her a venue to get involved on a higher level. This fall she participated in a wide variety of events including voter registration, canvasses, rallies, election protection, advocacy training, legislative retreat, community meetings and more. She looks forward to strengthening her leadership skills this spring by working as a volunteer lobbyist at the Nevada Legislature. She believes that PLAN is doing a great service to our community by giving graduate students a chance to enhance their education in areas ranging from grassroots organizing to policy development at the state level. After graduating, she has no doubt that her experience at PLAN will not only increase her effectiveness as a social worker and client advocate, but also as an active community activist.

**Current Issues:
How We're Moving Nevada Forward**

**BANKING
& Foreclosures**

- Convened meetings in Reno and Las Vegas of labor, consumers, legal services, lawmakers, and NGO's to develop a plan for holding banks accountable for making Nevada ground zero in the nation's foreclosure crisis.

**CENSUS
& Redistricting**

- Took a lead role in promoting full participation in the Census, with the aim of maximizing representation for communities of color and low income communities.

**ECONOMIC
Justice**

- Advocated at the Special Legislative Session for increasing revenues rather than severe cuts to the basic budgets; built pressure to examine eliminating mining exemptions and to save essential human services.
- Launched a Constitutional Ballot Initiative to reverse Nevada's regressive tax and revenue system and to eliminate Constitutional protections enjoyed by the mining industry.
- Succeeded in changing public opinion about the mining tax, moving public opinion from 40% favorable in April 2010 to 61% in August.
- Organized statewide convening of 150 Health and Human services providers and Education advocates to discuss proposed 2011 budget cuts and formed committees to advocate and educate elected leaders and the public about importance of programs and need for a re-evaluation of revenue structure. We also conducted tax message and communications trainings.

**ENVIRONMENTAL
Justice**

- Worked with the Sonoran Institute, Sierra Club, and Nevada Conservation League to promote sound environment and land use planning policy through the release of a new PLAN report.
- Conducted outreach to the Latino community including participation in "Concierto Planeta Verde" at the Rio, bilingual town hall meetings on energy issues, distributing materials in Spanish and English, and speaking on Spanish language radio.

HEALTH Care

- Worked with a broad coalition of state groups to ensure passage and implementation of health care reform.
- Mobilized thousands of individuals across the state to promote dozens of civic engagement activities such as (and as) holding several press conferences, rallies, community forums, and protests with community partners.

LGBT Equality

- Worked with a statewide coalition in the areas of changing corporate and public policies at the state and municipal levels to reflect gender identity and gender expression in employment, public accommodations, and state-issued identification.
- Conducted several LGBT community trainings in the areas of general activism, communications and messaging strategies.
- Reframing LGBTQ rights into the broader context of social, economic and racial justice.

IMMIGRANT Rights Organizing

- Organized a dozen events in Reno and Carson City, including rallies, house parties, vigils and a protest march on Arizona's documentation law and demanding comprehensive immigration reform.
- The Tu Voto Cuenta (Your Vote Counts) campaign in Northern Nevada targeted 8,000 new Latino voters. Staff and volunteers made more than 50,000 phone calls, knocked on 6,000 doors and talked to more than 4,000 voters.

RACIAL Equality

- Held trainings on PLAN's Racial Equity Report Card process for PLAN member groups and allied organizations to demonstrate how we can use racial equity as a standard by which we measure public policy in Nevada.
- Submitted numerous LTE's and one op-ed on racial equity in Nevada, which generated further news articles and editorials.

DONORS 2010

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“Since 1994, the Progressive Leadership Alliance of Nevada has served as a much-needed conscience for our state, drawing attention to critical issues such as the need for expanded social services and the protection of our natural environment. PLAN speaks out for those who would otherwise not be heard.”

Jan Jones, Senior Vice President
Harrah's Entertainment, Inc.

“PLAN has worked hard to make our state a better place to live, to work and to raise a family. Their research, education and leadership development has made a positive difference for Nevada.”

Kenny Guinn, Governor of Nevada, 1998-2006

MEMBER GROUPS:

AFSCME Local 4041, Committee To Aid Abused Women, Culinary Workers Union Local 226, Family Ties of Nevada, Food Bank of Northern Nevada, Gay and Lesbian Community Center of Las Vegas, Great Basin Resource Watch, Great Basin Water Network, Human Services Network, National Association of Social Workers, Nevada Conservation League, Nevada Justice Association, Nevada Lawyers for Progressive Policy, Nevada NOW, Nevada Partnership for Homeless Youth, Nevada State Education Association, Nevada Women's Lobby, Planned Parenthood Mar Monte, Planned Parenthood of Southern Nevada, Reno-Sparks Indian Colony, Reno-Sparks NAACP, Service Employess International Union Local 1107, Sierra Club, Sierra Interfaith Action For Peace, Sunrise Sustainable Resources , TRENDZ, Unitarian Universalist Congregation of Las Vegas , Unitarian Universalist Social Justice Council of Reno, Washoe Legal Services

 **PLAN**

Progressive Leadership Alliance of Nevada

www.planevada.org

Reno Office

821 Riverside Drive
Reno, Nevada 89503
775-348-7557 (phone)
775-348-7707 (fax)

Las Vegas Office

732 S. Sixth Street, Suite 200
Las Vegas, NV 89101
702-791-1965 (phone)
702-791-1992 (fax)

Washoe Valley

6185 Franktown Rd.
Carson City, NV 89704
775-882-3440 (phone and fax)