



# Strategic Plan 2018-2020

*Approved by the Indiana Abolition Coalition  
Board of Directors, December, 2017*

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## Mission

"The Indiana Abolition Coalition builds consensus to end the death penalty in Indiana through education, collaboration and activism."

## Values

We believe:

- Capital punishment is morally unacceptable in all cases, without exception
- It is important to acknowledge the grief, pain and anger of victims' families
- The death penalty is hopelessly biased against vulnerable populations
- The death penalty is arbitrary and capricious in practice
- The death penalty deflects attention and resources from the problem of violent crime
- The death penalty is neither just punishment nor an effective solution to violence
- An informed public will no longer support the death penalty

## Goals

- To inform the public on alternative measures to address homicidal violence
- To reach decision-makers who are willing to work for change
- To uncover false assumptions about crime and punishment
- To collaborate with like-minded organizations
- To increase membership by creating communications, programs and events
- To increase our reach to more supporters and develop the ability to mobilize them whenever action is needed

## Vision

Indiana will be united with the abolition states in moving the nation to total abolition of the death penalty.

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## Background and Context

The Indiana Abolition Coalition is a 501(c)3 nonprofit organization founded in 1993 as a direct result of the original [Journey of Hope](#). Historically an all-volunteer effort funded by donations, in 2016 and 2017 we received grants from Tides Foundation Death Penalty Mobilization Fund and Themis Action League.

With the help of the funders and the [8th Amendment Project](#) and through the work of our IAC campaign coordinator, we collaborated with local and statewide mental health organizations to form the Hoosier Alliance for Serious Mental Illness Exemption ([HASMIE](#)). Those efforts culminated in the filing and support of Indiana Senate Bill 155, reviewed by an Interim Study Committee in the Indiana legislature, October 2017.

The IAC Board of Directors is excited and optimistic about the near future for several reasons, including:

- We have committed, dedicated board members with a breadth and depth of experiences and knowledge.
- Membership is located throughout the state.
- Excellent educational materials are prepared.
- We feel strongly that our position is one based in justice.
- The support of national entities, including [NCADP](#) and [EJUSA](#).
- The HASMIE project has increased our understanding and capacity to outreach to the public and policy makers.
- Many conservatives are now reconsidering unchallenged support for the death penalty, as evidenced by the group [Conservatives Concerned About the Death Penalty](#).

As of June 1, 2017, [the death penalty is not able to be carried out in Indiana](#), largely due to the efforts of IAC board member David Frank. A court of appeals declared the lethal injection cocktail adopted by the Department of Correction “void and without effect” because the agency enacted its execution protocol without hearings or public input.

Revised execution protocols will be subject to public hearings and must accept public comments. Experts have stated Indiana is at least 18-24 months away from even the possibility of enacting new regulations. This is a tremendous win for abolition efforts in Indiana!

However, while there are many reasons to be excited about the future, IAC also recognizes challenges to abolishing the death penalty in Indiana. Indiana has not had an execution

since 2009. This can lead to public complacency, as there is no looming execution to draw attention to this issue.

Indiana is a conservative state that is historically pro death penalty. The current political environment poses challenges, as our current state leadership, including prosecutors, Indiana Prosecuting Attorneys Council, Indiana Attorney General, and the national Attorney General all favor the death penalty.

We feel strongly these obstacles are not insurmountable. A new approach providing outreach to conservatives and the continuing national sentiment in favor of abolition all provide evidence that Indiana can join other states in abolishing the death penalty.

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## **Our Goals 2018 – 2020**

### **Goal 1: Expand the reach of IAC and increase board capacity and effectiveness.**

The board of directors recognizes the importance of increasing board diversity, community outreach, and proper governance.

*Strategies:*

1. Recruit four new board members by 2019.
2. Conduct a regional meeting once every four months, inviting community partners to engage in discussion about our work.
3. Revise board orientation process by June 2018.

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### **Goal 2: Develop a regular, intentional strategy for communications outreach to interested members and partners.**

*Strategies:*

1. Schedule regular e-newsletter, cross-posted to social media.
2. Train multiple board members to access communication channels.
3. Increase email subscriptions 20% each year (577 as of Nov. 2017).

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### **Goal 3: Identify and cultivate new revenue streams, including but not limited to individual fundraising.**

*Strategies:*

1. Conduct 3 individual fundraising visits each month.
  2. Apply for at least one new grant every two months.
  3. Increase opportunities for donations via e-newsletter and social media.
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### **Goal 4: Expand IAC program offerings.**

*Strategies:*

1. Continue to develop HASMIE coalition and explore opportunities for passing Serious Mental Illness exemption through the state legislature.
2. Initiate an Indiana chapter of Conservatives Concerned About the Death Penalty.
3. Participate in and publicize the public hearing process for Indiana's lethal injection protocol review.

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