

Maine Citizens for Clean Elections / MCCE Action Strategic Plan FYE17 to FYE20

Maine Citizens for Clean Elections is a nonpartisan nonprofit organization working to ensure that Maine's campaign finance laws, elections, and government serve the public interest, both in principle and in practice. We engage Maine people from across the political spectrum, using research, education, and outreach to further fairness, inclusion, and opportunity in our politics.

MCCE Action advocates for campaign finance laws, elections, and government that serve the public interest, both in principle and in practice. We support measures that increase fairness, inclusion, and opportunity in our politics and promote robust participation by Maine people in their government.

Goals:

- I. Strengthen and expand Clean Elections.**
 - a. Protect, improve, and fully fund the Maine Clean Election Act of 2015.
 - b. Increase Clean Elections participation by legislative and gubernatorial candidates.
 - c. Explore opportunities to expand public financing of elections for other offices.
- II. Pursue additional measures to reduce the influence of special interest money in politics and government.**
 - a. Develop workable Political Action Committee (PAC) reform for Maine.
 - b. Explore innovative reforms that will challenge existing legal precedents and thereby make possible more comprehensive change in the future.
 - c. Maintain reasonable contribution limits and pursue other restrictions to limit the opportunities for corruption and undue influence in the private financing of candidate campaigns.
 - d. Explore opportunities to limit the influence of special interest money in ballot initiatives.
 - e. Examine the role and importance of political spending by lobbyists and the interests they represent in Maine elections and government.
- III. Develop new program activities in support of a fair and inclusive democracy.**
 - a. Establish principles to guide decisions in new program areas such as election practices.
 - b. Consider at least one opportunity to work on a new election issue (outside of campaign finance) in the next two years.
 - c. Seek productive collaboration with appropriate partners working in the election arena.
 - d. Develop policy expertise and research capabilities in this new program area.
- IV. Educate, motivate, and empower Maine people, and generate robust volunteer and financial resources to further our mission.**
 - a. Reach out to diverse communities in Maine to ensure that MCCE is as representative as the democracy toward which we work.
 - b. Expand, cultivate, and sustain our statewide corps of volunteers.
 - c. Strengthen the volunteer leadership ladder to ensure ample opportunity for supporters to build skills and advance MCCE's goals in all areas.
 - d. Expand our internship program through investment and collaboration.
 - e. Explore the possibility of MCCE Action becoming a membership organization.
- V. Build capacity across the organizations to increase impact and sustainability.**
 - a. Increase broad-based financial support.
 - b. Enhance communications capabilities.
 - c. Invest in staff through trainings and other professional development opportunities.
 - d. Explore the potential to collaborate with Maine-based organizations with complementary missions.