

BUILDING LATINX ECONOMICAL & POLITICAL POWER.

AMPLIFY LATINX
**STRATEGIC
ROADMAP**



2021 VISION:

TO ADVANCE LATINOS INTO POSITIONS OF POWER AND INFLUENCE
PROFESSIONALLY, CIVICALLY AND POLITICALLY.

LETTER FROM THE EXECUTIVE DIRECTOR

Dear Amplify Latinx Leaders and Friends,

The Latino population in Massachusetts faces some of the largest income and wealth gaps in the United States. Still in the midst of a global pandemic, Latino communities struggle with the disproportionate impact of COVID-19 on their communities. The need to support Latino leaders to have their diverse voices at the table, and to build economic and political power, is even greater than ever before.

At Amplify Latinx our mission is to build Latino economic and political power by significantly increasing Latino civic engagement, economic opportunity and leadership representation across sectors. Our vision is to have full representation of Latinos in decision-making roles across sectors, resulting in economic and political equity for all Latinos in Massachusetts.

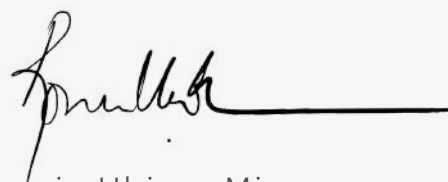
In order to achieve our long-term vision, we are creating a network of professionals, entrepreneurs and advocates across sectors who seek to grow professionally and in their civic and political engagement. Amplify Latinx convenes, connects and educates its powerful network on issue priorities and policies that are impacting the Latinx community.

This strategic roadmap for 2021 is our ongoing commitment to our mission will allow us to focus on building a solid foundation while also creating space to respond to pressing issues like the disproportionate impacts of the pandemic and the economic crisis on the Latino population.

This plan is the result of a focused effort by our board to evaluate our operating landscape, explore opportunities for future growth and development, and align around a unified vision for the future. We also benefited from input from our partners, stakeholders and network. Thank you all for your time, energy, and insights.

We are using an agile approach to implementation of this roadmap and will continue to review and revise the plan as we go. This approach will enable us to respond to changing circumstances, keeping the plan alive and tracking our progress along the way. We look forward to continuing to partner with you.

Sincerely,



Rosario Ubiera-Minaya
Executive Director

WHAT IS AMPLIFY LATINX?

#CONVENE #CONNECT #CHAMPION

Amplify Latinx is a Massachusetts nonprofit organization of professionals, entrepreneurs and advocates across sectors who seek to grow professionally and in their civic and political engagement in order to ultimately drive greater equity for the Latino community. We are primarily focused on issues and opportunities in the state of Massachusetts, while recognizing our approach has relevance in the region and at the national level.

Our network is the key to our success. It represents a vibrant, diverse, and growing coalition of individuals, businesses, partner organizations and other stakeholders who believe the Latinx community should be represented in positions of power and influence to ensure greater economic equity for all.

Our members believe in the power of connection and collaboration. By building an inclusive network and our social capital, we are strengthening our community and our ability to drive social justice.

OUR VISION: A FULL REPRESENTATION OF LATINOS IN DECISION-MAKING ROLES ACROSS SECTORS RESULTING IN ECONOMIC AND POLITICAL EQUITY FOR ALL LATINX.



OUR MISSION

To build Latinx economic and political power by significantly increasing Latinx civic engagement, economic opportunity and leadership representation across sectors.

OUR INTENDED IMPACT

To support the Amplify Latinx network of professionals, entrepreneurs and advocates across sectors advance into positions of power and influence professionally, civically and politically.



OUR STRATEGY

AMPLIFY LATINX HAS ADOPTED FOUR STRATEGIC IMPERATIVES FOR 2021:

01

GROW AND CULTIVATE A CIVICALLY ENGAGED NETWORK

02

DRIVE LEADERSHIP ADVANCEMENT AND PLACEMENT

03

STRENGTHEN OUR ORGANIZATIONAL FOUNDATION

04

DEVELOP A SHARED LATINX POLICY BLUEPRINT WITH OUR AMPLIFY COALITION

01. GROW A CIVICALLY ENGAGED NETWORK

DEVELOP A FULLY OPERATIONAL CRM SYSTEM AND INTEGRATED WEB PLATFORM THAT PROVIDES A VALUE PROPOSITION FOR THE AMPLIFY NETWORK.

Our network is central to everything we do. Our top organizational priority is to continue growing and driving greater value for our network, particularly for individuals and our partner organizations. As we grow our network, we will focus on expanding our geographic reach to ensure representation across Massachusetts and across sectors. We will drive greater value through the development of a membership model that provides targeted programming, access to leadership and job opportunities, research and policy development, and and opportunities for networking,

collaboration and civic action.

We will measure our success through the following objectives:

- Develop a fully operational CRM system and integrated web platform
- Develop reporting to track:
 - New Amplifiers and Partners
 - Engagement Metrics
 - Resource interaction
 - Member retention rate



02. LEADERSHIP DEVELOPMENT, ADVANCEMENT AND PLACEMENT

2021 STRATEGIC ROADMAP



#CONVENING



#CONNECTING



#CHAMPION

We will focus on increasing Latino representation in wealth-building jobs and in decision-making roles, including elected positions in government, advisory, nonprofit and corporate boards by fostering relationship building with leaders and decision-makers.

We will also identify and share leadership and advancement opportunities, while building a tech-enabled process to identify candidates, recommend them and follow up on referrals to boards, commissions and corporate opportunities.

- **#CONVENING:** our people at conferences and forums on topics that impact the Latinx community,
- **#CONNECTING:** our amplifiers to leadership opportunities through direct referrals and recommendations.
- **#CHAMPION:** education through research, blogs and opinion pieces that inform our network on topics of importance to the Latinx community.

MEASURING SUCCESS

IN LEADERSHIP DEVELOPMENT, ADVANCEMENT & PLACEMENT

- Develop a system and referral working group to track our members professional growth and leadership placement.
- Develop reporting to track:
 - Number of referrals made, and positions filled through our referrals
 - Growth in event participation and revenue generation
 - Number of members reporting professional growth opportunities resulting from affiliation with Amplify Latinx

03. STRENGTHEN OUR ORGANIZATIONAL FOUNDATION

2021 STRATEGIC ROADMAP

We must have a strong organizational and financial foundation in order to expand the impact of Amplify Latinx. Over the course of the year, we will focus on several specific facets of organizational health, most importantly the growth and development of our board and staff capacity and diversification of revenue sources. We will begin the process of developing a long-term sustainable business model. We will expand our board, with a focus on bringing in additional expertise to focus on strategy, metrics and decision making.



MEASURING SUCCESS:

- Board member growth: our goal is to grow the board from nine members to 12 members in 2021 with expertise in finance, fundraising, marketing and communications, advocacy and public policy, and technology.
- Formalize a business model working group, to include select advisors and partners, who will develop long-term business model recommendations for the Board by the end of 2021
- Achievement of the \$500,000 fund development plan for 2021.

04. DEVELOP A SHARED POLICY BLUEPRINT

THIS STRATEGY WILL BE DEVELOPED OVER THE NEXT TWO YEARS.



As part of this roadmap for 2021 we are affirming the need for a renewed focus on creating a Shared Policy Blueprint for economic mobility for the Latinx community in Massachusetts. We will identify lead partners, form a steering committee to lead the Coalition, and jointly fundraise for staffing resources to support the committee as it develops a short-term and long-term policy agenda.

MEASURING SUCCESS:

- Formation of a Steering Committee.
- Secure at least \$150K in funding for additional policy capacity.
- Develop a Short- and Long-Term Shared Latinx Policy Blueprint action plan.
- Number of policy initiatives launched by the Coalition.
- Number of Amplify Latinx advocates and partners taking civic action or endorsing advocacy positions and goals in the Shared Policy Blueprint.
- Impact on the measures identified in the legislative accountability scorecard.

CONSIDER SUPPORTING OUR MISSION

A LEADING VOICE FOR THE LATINO COMMUNITY

#CONVENE
#CONNECT
#CHAMPION



Amplify Latinx is poised and capable to expand statewide by partnering with community-based organizations, local government, and individuals in majority Latino cities and towns.

To learn about sponsorship opportunities, contact Rosario Ubiera-Minaya at (978) 880-6009 or rosario@amplifylatinx.com.

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