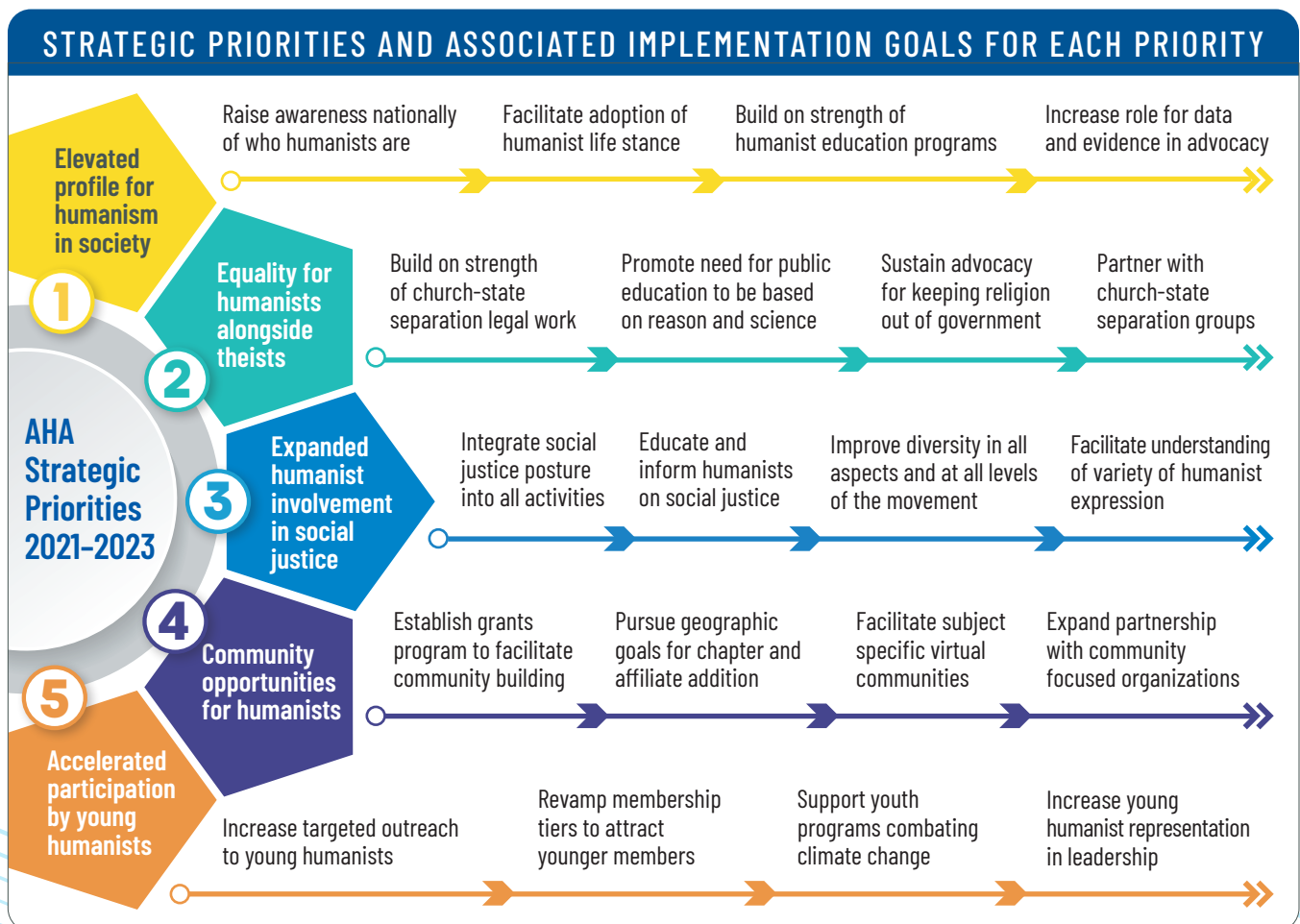


Strategic Priorities: **2021–2023**

As we look forward to the coming three years, uncertainty about our nation's wellbeing could not be much higher. The health and financial security of Americans are at one of the lowest points they have been in modern times, while unrest regarding the nation's failure to adequately address White supremacy and other civil right issues is at a high point. At the same time, the courts are more biased against church-state separation and progressive humanist values than they have been in a century.

The American Humanist Association, while affected by the same financial pressures others are facing, remains in a strong position to advocate for humanism and humanist positions in the public square. We retain a highly professional team of staff and volunteers capable of lobbying, litigating, educating, promoting and engaging in public debate on foundational humanist principles. Our broad base of supporters and activists remain as committed to the AHA as ever. And the AHA has the means and the will to build on its past visionary approaches to social change to seek justice for all in our society while playing an important role in improving our world.

Within that context, the AHA board of directors developed this strategic plan to best promote the philosophy of humanism, to embrace the full population of American humanists, and to advocate for humanist positions with individuals, communities, governments and the entire public.



1 ELEVATED PROFILE FOR HUMANISM IN SOCIETY

Elevating the profile of humanism in the society in which we live is an overarching priority that facilitates the realization of other priorities such as humanist equality.

- **Raise awareness nationally of who humanists are**
We will build upon our good media relations, robust social media efforts and overall outreach materials to clarify key messages regarding the nontheism, reason, compassion, and empathy inherent to humanism.
- **Facilitate adoption of humanist life stance**
We will emphasize attracting more people to our movement who are already humanists in all but name by facilitating their recognition of the affinity and encouraging them to fully embrace humanism.
- **Build on strength of humanist education programs**
We will elevate the profile of humanism through a variety of educational programs that are relevant for individuals, families, and communities and facilitate the realization of humanism in everyday life.
- **Increase role for data and evidence in advocacy**
We will effectively gather and utilize data and evidence across the board in our communication and advocacy efforts.

2 EQUALITY FOR HUMANISTS ALONGSIDE THEISTS

Equality in moral and legal standing are both essential elements of equality for humanists, and will only be achieved with religiously neutral schools, courts and government institutions at all levels.

- **Build on strength of church-state separation legal work**
We will continue our work in the courts to keep religion and government separate through our Appignani Humanist Legal Center, pushing new boundaries when we can but also taking care to avoid setbacks such as the setting of negative precedents during this challenging time.
- **Promote need for public education to be based on reason and science**
We will use our education and outreach resources to ensure that public education is not threatened by religious interference and is instead based on science and reason.
- **Sustain advocacy for keeping religion out of government**
We will advocate in the legislative and executive branches for government to be free from religious bias or interference.
- **Partner with church-state separation groups**
We will expand our partnerships with other church-state separation groups to best withstand the overwhelming assault on church-state separation by the religious right.





EXPANDED HUMANIST INVOLVEMENT IN SOCIAL JUSTICE

Prioritizing social justice further internally and externally will position us for growth and leadership while addressing core humanist values.

➤ Integrate social justice posture into all activities

We will support existing programs, while seeking to integrate social justice priorities into research, legislative initiatives, educational initiatives, community development, and public outreach.

➤ Educate and inform humanists on social justice

We will provide internal informational and training programs for staff and leadership, chapters and affiliates, as well as for our members and allies on the full spectrum of social justice issues.

➤ Improve diversity in all aspects and at all levels of the movement

We will work diligently to improve diversity, equity and inclusion in all aspects and at all levels.

➤ Facilitate understanding of variety of humanist expression

We will take the steps necessary to decenter European-derived humanism by engaging African, Asian, and Indigenous forms so that our understanding of humanism and its history goes beyond Eurocentric notions.



COMMUNITY OPPORTUNITIES FOR HUMANISTS

Enhanced opportunities for quality community involvement at local and virtual levels will be the building blocks for a sustainable future for the humanist movement.

➤ Establish grants program to facilitate community building

We will direct grants programs to chapters and affiliates and train leaders to apply for external grants in order to support local and virtual initiatives for building community.

➤ Pursue geographic goals for chapter and affiliate addition

We will establish a regional volunteer leadership structure to facilitate the establishment of new chapters and affiliates and to strengthen existing ones by leveraging regional knowledge.

➤ Facilitate subject-specific virtual communities

We will catalyze the formation of a number of virtual communities for humanists that each share a specific common interest and have the critical mass needed to sustain themselves.

➤ Expand partnerships with community-focused organizations

We will expand partnerships with humanist community organizations with which we are already involved while seeking new partnerships as well.



ACCELERATED PARTICIPATION BY YOUNG HUMANISTS

Given the current demographic distribution of AHA membership, special outreach to those under forty will bolster our capabilities and reach over the short and long haul.

➤ Increase targeted outreach to young humanists

We will expand the impact of the channels we use to reach young humanists and increase their awareness of the AHA.

➤ Revamp membership tiers to attract younger members

We will implement a tiered membership structure for the AHA that opens the door to new and diverse audiences and provides a path to greater involvement for younger humanists, while preserving the democratic nature of the organization.

➤ Support youth programs combating climate change

We will raise the profile of the AHA among young environmentalists who are likely to identify as humanists by highlighting programs that combat climate change that are attractive to younger audiences.

➤ Increase young humanist representation in leadership

We will seek younger humanists to pursue Board level leadership positions at the AHA and all adjunct organizations and encourage such younger Board members to help us improve the relevance of our programs and adjuncts to young humanists.