



Strategic Priorities: 2024-2026

1821 Jefferson Place NW, Washington, DC 20036 800.837.3792 | 202.238.9088

f @ americanhumanist ✉ americnhumanist americanhumanist.org

Standing as the most prominent voice for humanism in the United States, as it has for more than eighty years, the American Humanist Association looks forward to the next three years of striving to continue its fight to bring about a progressive society where being good without a god is an accepted and respected way to live.

Our leadership has been growing more diverse and inclusive, as has our programming, as the AHA aims to create a welcoming environment for people from traditionally underrepresented groups as part of our humanist mission to combat dehumanization in all its aspects. Equality for humanists in the United States has grown more challenging with the continuing rise of Christian nationalism. Conservative religion continues to have an outsized and growing influence that is undermining not just humanist values but basic democratic norms essential to a pluralistic society.

Against this background the AHA Board has developed and approved this strategic plan to effectively engage the organization’s resources to advance its mission over the next three years.

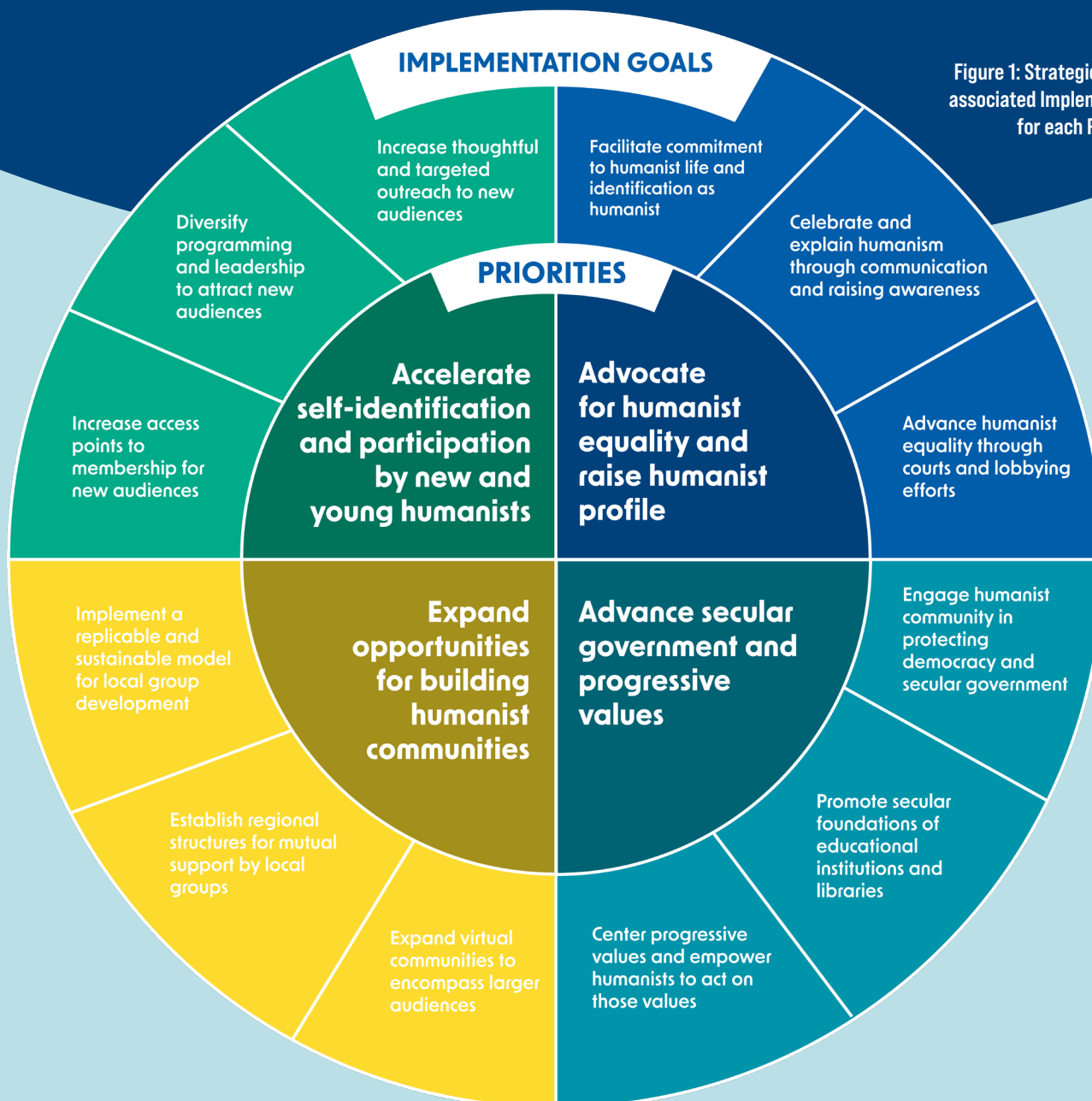


Figure 1: Strategic Priorities and associated Implementation Goals for each Priority

Our Strategic Priorities for 2024-2026

1

Advocate for humanist equality and raise humanist profile

Raising the profile of humanists and striving for equality for humanists in the society in which we live is an overarching priority that facilitates the realization of other priorities.

a. Facilitate commitment to humanist life and identification as humanist

Effectively improve the awareness of audiences, beyond our membership and the core humanist community, about the resources we provide so that more individuals are able to commit to a humanist life and to identification as humanist.

b. Celebrate and explain humanism through communication and raising awareness

Sustain and expand our communications resources and the variety of educational programs that are relevant for individuals, families, and communities, to convey the meaning and relevance of humanism to general audiences.

c. Advance humanist equality through courts and lobbying efforts

Increase awareness in all levels of government about the impact of executive, legislative and judicial outcomes on humanists and work to defend humanist rights through the courts.

2

Advance secular government and progressive values

Advancing secular government and progressive values, against powerful adversaries who care for neither, needs to be treated as the existential priority that it is for the survival of humanism in the United States in the coming years.

a. Engage humanist community in protecting democracy and secular government

Effectively engage all components of the humanist community in the protection of democracy and secular government against the threats from Christian nationalists.

b. Promote secular foundations of educational institutions and libraries

Promote critical thinking in educational institutions and libraries to combat the severe threat against the need for education to be based on science and reason.

c. Center progressive values and empower humanists to act on those values

Provide mechanisms for humanists to act on social justice values in all aspects of humanist life based on the idea that injustice in society is a matter of dehumanization and therefore an integral part of humanist values.

3

Expand opportunities for building humanist communities

Sustained communities being essential for humanism to thrive, this priority entails providing support for sustaining and expanding the number and size of local groups, for increased access to local groups, and for creating and expanding subject- specific virtual communities.

a. Implement a replicable and sustainable model for local group development

Build a replicable and sustainable model that facilitates the expansion of existing local groups and the creation of new local groups.

b. Establish regional structures for mutual support by local groups

Implement a thoughtful approach to sustaining and expanding our membership that takes regional information into account.

c. Expand virtual communities to encompass larger audiences

Sustain a focus on facilitating the establishment of virtual communities for humanists that share a specific common interest and increase the affinity of participants to the AHA.

4

Accelerate self-identification and participation by new and young humanists

Our growth critically depends on accelerating the pace at which individuals from younger demographic groups join us either through recognizing that they are already humanist in all but name or through moving more decisively to the adoption of a humanist value system.

a. Increase thoughtful and targeted outreach to new audiences

Leverage established and emerging social media to increase awareness of the AHA, especially among younger audiences, while continuing to use traditional and other communication channels to reach new audiences.

b. Diversify programming and leadership to attract new audiences

Implement improvements both to our programming and our leadership composition that are designed to reach and attract new audiences.

c. Increase access points to membership for new audiences

Enable acquisition of new members from new audiences through increased access points to membership for new audiences.