

# GET OUT THE NATIVE VOTE

**FOR OUR PEOPLE  
FOR OUR CULTURE  
FOR OUR LAND**



**2025 STRATEGIC PLAN**



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**Ivan Encelewski**  
*GOTNV Board Chair*



### WHAT DOES IT MEAN TO BE A LEADER?

Growing up, my leaders were family members, teachers, and elders. I was taught that civic engagement was both an opportunity and a responsibility. I learned that progress comes through open discussions about issues of importance to Our People. I came to believe that our communities are stronger when more people participate meaningfully at all levels of the civic process.

Most importantly, early on I learned that Our People need to have a voice in the decisions—both great and small—that shape our future. Doing so creates pathways to leadership and ensures that we have an equal measure of influence over the issues that matter to our communities, families, and individuals.

This is why I'm so thrilled to launch the **Get Out The Native Vote 2025 Strategic Plan**. Under the guidance of CITC, Get Out The Native Vote (GOTNV) can build upon its founding vision and empower all Alaska Native Peoples to be deeply engaged in their communities—to become leaders at all levels.

Leadership takes many forms. It can mean putting food on your family's table, mentoring a young person, or having the courage to speak up at a community council meeting. It can mean participating in Tribal governance or running for public office. It can be an act of compassion to help someone in need. It can mean standing up for those who don't have a voice.

Leadership can be bold and humble at the same time. It can include the powerful offices of governors and senators, or it can be the simple act of casting a vote.

For Our People to thrive, we all must answer the call of leadership. In our complex and ever-changing communities, there will always be a need for ethical leadership. That's what is so exciting about the work GOTNV is doing. Through advocacy, education, and research, GOTNV is dedicated to empowering all Alaska Native Peoples to vote their voice and to be engaged community leaders.

Leadership begins here, with you. Our People are stronger together, using our voices to build healthy communities that celebrate our traditional ways. Efforts like GOTNV remind us that we all have a role to play in our success. It reminds us that, while our past is built upon our shared sense of service and interdependence, our future depends on it. ❖

Ivan Encelewski  
*GOTNV Board Chair*







### THE GOTNV STORY

Get Out The Native Vote began as an informal gathering of Alaska Native Peoples who aspired to increase civic engagement in Native communities. Until 1999, GOTNV was a dispersed grassroots effort with few resources and support. It was then that the ANCSA Regional Association organized around the effort that eventually led to GOTNV becoming a 501(c) 3 in 2004. Since then, GOTNV has led incredible work to increase visibility of political figures, organize and collaborate to increase regional voter turnout, and increase GOTNV support through public relations efforts.

GOTNV was founded with the belief that the right to vote is a fundamental component of a healthy democracy. GOTNV's work ensures that every eligible Alaskan is registered to vote and that barriers preventing registered voters from casting their ballots are removed. GOTNV endeavors that every Alaskan, regardless of background, engages in the civic process at all levels. Through nonpartisan outreach and education, GOTNV has worked vigorously to remind low-propensity voters how important it is to "Vote Your Voice." ❖



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## BOARD OF DIRECTORS

### GOTNV BOARD MEMBERS

Gloria O'Neill

Liz Medicine-Crow

Barbara Donatelli

Ivan Encelewski

Sharon Hildebrand

Cordelia Kellie

Kyle Worl

*"Too often, local, state, and federal governments make decisions that affect every citizen, often without Native people at the table. It's important that we exercise our rights, make our voices heard, and continue the fight for equality that so many Alaska Native leaders have pushed forward. We can do this by promoting civic engagement and Alaska Native leadership at all levels of government."*

**Gloria O'Neill**  
President/CEO  
Cook Inlet Tribal Council



Get Out the Native Vote is a member  
of the CITC family of services.







### **OUR VISION**

Alaska Native Peoples are leaders in civic engagement and are powerful advocates for our communities.

### **OUR MISSION**

Through inspired leadership, voter education, and advocacy, Alaska Native Peoples lead the decisions that shape our world.





## MISSION & VISION

In early 2021 CITC endeavored to re-envision the identity and priorities of GOTNV by engaging the Alaska Native community, including those who have contributed to the work of the past. Stakeholders contributed through focus groups, one-on-one conversations, and electronic surveys. As a result, four key priorities arose with our future generations in mind: Leadership, Data, Voting, Advocacy.

Throughout the strategic planning process, we connected with 40 different Alaska Native/American Indian organizations across three states, including Alaska Native Tribes. We held several focus group sessions and one-on-one conversations with Alaska Native Peoples from all walks of life and engaged in countless hours of landscape analysis research with focus on voting, leadership, advocacy, and data-driven organizations across the country. The effective questions elicited feedback that contributed to the development of a new ideology that reflects multiple generations and the unique ways our diverse population

envision civic engagement. As a result, the following pillars were identified:

- Connecting/partnering with Alaska Native Peoples to create a shared future through voting, leadership, advocacy, and data.
- Alaska Native Peoples are engaged and have full access to information and voting.
- Alaska Native Peoples hold government leadership positions.

The priorities shared above are intended to provide guidance and focus for future generations carrying this work forward. As part of this new approach, GOTNV has developed new Mission and Vision statements—fusing our founding vision with our modern efforts—to serve as a guide for our future.

### **PRIORITIZING THROUGH VISION AND MISSION**

GOTNV conducted a landscape analysis of organizations in Alaska with similar priorities and missions. We defined organizations that have done or are doing similar work as our Mission Sisters: First Alaskan's Institute, Native People's Action, Alaska Federation of Natives, Native Movement, Alaska Native Executive Leadership Program, and voter efforts that have been adopted by the regional ANCSA corporations. With so many organizations that do similar work, GOTNV attempted to find ways to differentiate from the rest with focus on our work being collaborative without redundancy. Through this partnership approach, GOTNV will work to fill gaps in Leadership Development, Data and Communication, Voter Education and Turnout, and Advocacy. ❖





## GETTING YOUTH AND LEADERS ONBOARD

GOTNV sees leadership development as a multi-generational approach to support the advancement of Alaska Native Peoples who have the desire to work in government and leadership positions. We will focus on identifying, encouraging, and developing pathways for potential leaders for Tribal, municipal, state, and federal positions.

***We will support our youth*** by connecting them to mentors, developing education on what it means to be a public servant, and helping youth find volunteer and job opportunities that bring them closer to leadership positions.

***We will identify and encourage leaders*** and help develop training programs that prepare and excite them to pursue public office. We will find opportunities for them to network with peers, identify pathways to leadership, and learn about the fundamentals of running for potential leadership positions.

***We will provide nonpartisan support*** to those running for office and working for the advancement of Alaska Native Peoples. ❖

**WE WILL FIND  
OPPORTUNITIES FOR  
OUR YOUTH TO LEARN,  
UNDERSTAND, AND  
EXPERIENCE WHAT  
LEADERSHIP IS.**





## GETTING AND SHARING INFORMATION

GOTNV will be a data-driven organization striving to create new pathways of understanding how Our People engage in voting and the civic process. As we reflect on our goal to create robust data streams, we recognize the need to have equally robust communication structures.

***We will responsibly collect data*** focusing on Alaska Native voter turnout by region, the number of Alaska Native Peoples in elected office, and progress towards advocacy priorities.

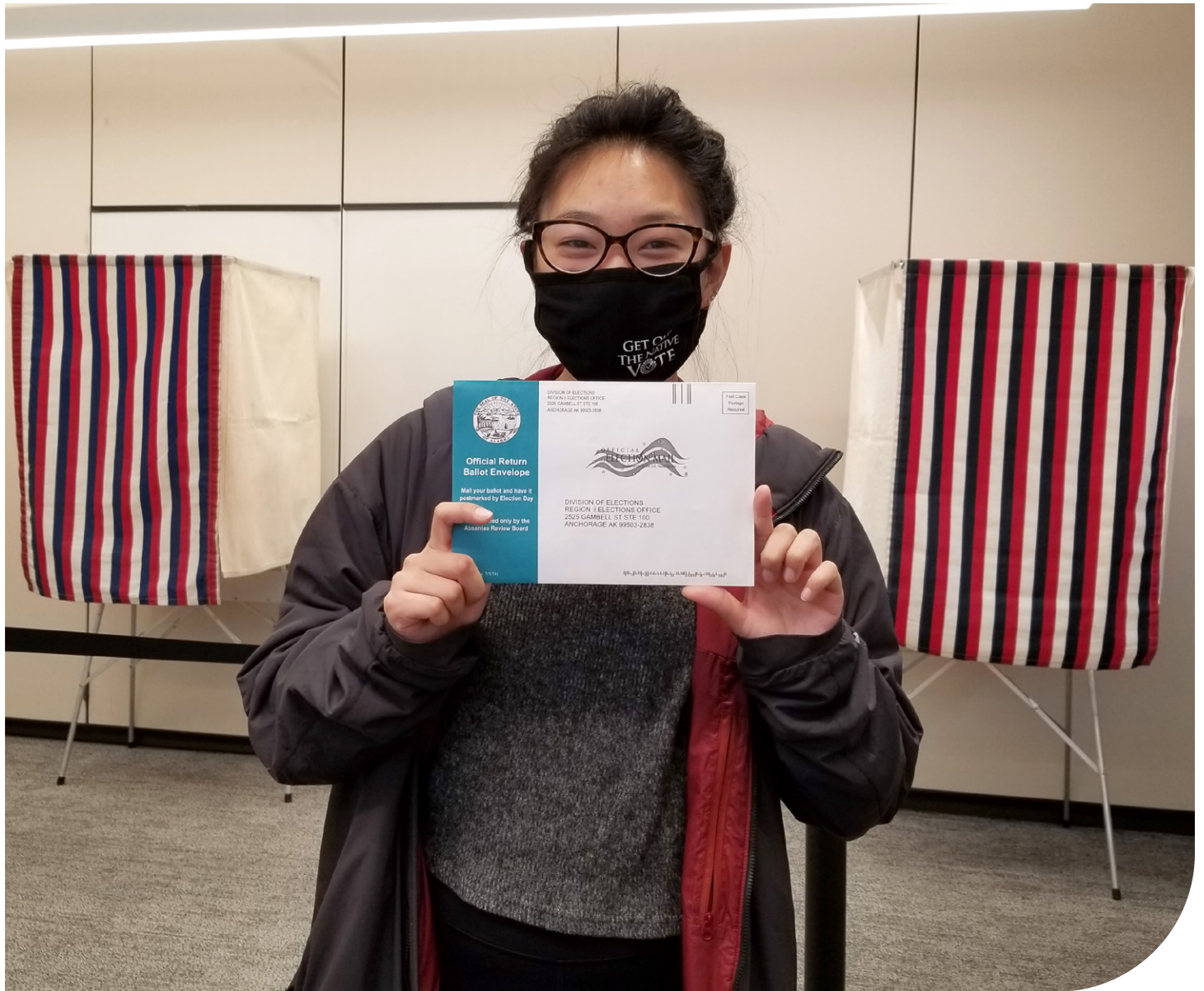
***We will diversify our communication structures*** to include social media, a re-branded website, direct mail, text, phone, and in-person information sharing.

***We will leverage data for partnerships and community building***, building bridges to information, and filling large gaps in data that currently exist.

***We will create measurable goals*** using new data streams to drive future strategic planning efforts.

***We will align with the CITC Data Governance Model***, to ensure individual data is used in a manner that reflects traditional Native values and a dedication to service. ❖







## GETTING VOTERS TO VOTE

GOTNV research and focus groups found that education, peer-to-peer relationships, competition, and personal connection are the main drivers that get people to the polls. We think about all components of voting through the lens of accessibility. GOTNV works to see Alaska Native Peoples influencing policy and elections by turning out to vote at rates higher than the general population.

***We will educate*** Alaska Native Peoples on the details of voting, equipping them with the knowledge to anticipate every step of the voting process. This education will be for people of all ages with a focus on removing barriers and simplifying the voting process.

***We will engage our cultural capacity*** of potlucks, community events, and sponsored events to drive voter turnout efforts.

***We will support healthy competition*** between villages, regions, and cities to increase voter turnout.

***We will simplify policies, issues, and candidates*** so that Alaska Native Peoples understand how their vote will affect their daily lives.

***We will focus on remote communities*** that are vulnerable to lacking access to vote via all the available methods and support legislation that removes systemic barriers to voter education and turnout.

***We will educate Our People*** to help them understand the important link between our Alaska Native values and how we vote. ❖

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## GETTING OUR VOICES HEARD

While GOTNV is a nonpartisan organization, we recognize that there are historical, cultural, and geographic barriers for Alaska Native Peoples related to voting and running for office. Therefore, we see Advocacy as a key pillar in ensuring that Our People are able to engage civically at all levels and have their voices heard.

*We will create community-driven priorities* when we are developing Advocacy initiatives.

*We will remember our history* in every interaction, reflecting specifically on the history of Alaska Native voting rights and the Alaska Native leaders who have brought us to where we are today.

*We will engage collaboratively* with our representatives to remove barriers to voting access and share systemic changes that may support the well-being and civic participation of Alaska Native Peoples. ❖



**I AM SO INCREDIBLY PROUD** of the **Get Out The Native Vote** 2025 Strategic Plan. In the year since CITC acquired GOTNV, we've promoted civic engagement, forged partnerships, and worked to make voting more accessible to Alaska Native Peoples. Guided by our Board of Directors and this Strategic Plan, we are just getting started.

Going forward, GOTNV's impact will be built upon the foundation of **Leadership Development, Data and Communication, Voter Education and Turnout**, and **Advocacy** as outlined in this Strategic Plan. Each of these elements will require dedicated effort to open pathways to leadership, create equal access to voting, and to empower Our People to participate at all levels of the civic process. There is much work to be done, but the potential for impact is truly inspiring.

Through Leadership Development, GOTNV has the potential to analyze and remove barriers that often stand

in the way of Alaska Native Peoples rising into leadership roles. With a nonpartisan approach, we will step back and look holistically at our Tribal, state, and local systems of governance to identify pathways for Our People. We will work to close information gaps, connect peers, and build support networks that enable, rather than hinder, leadership development for Alaska Native Peoples at all levels and all ages.

By curating statewide voter registration and turnout **Data**, GOTNV can level the playing field, forge deep partnerships, and identify opportunities for impact within specific regions. At its best, accurate **Data** allows us to achieve more with our **Communications**. It gives us the insight to target voter education initiatives, promote leadership opportunities, and more effectively share the impacts and successes of civic engagement with Alaska Native Peoples. Together, effective **Data** and **Communication** can amplify our impact at every level.

One founding vision of GOTNV is centered on **Voter Education and Turnout**, and it will remain essential to what we do—and it starts with listening to Our People. Not only will we work to understand why people may



## CLOSING REMARKS

choose not to vote, but we will identify barriers to access—particularly in remote communities—and support effective solutions. Access to voting is an essential right, and GOTNV will work on behalf of Alaska Native Peoples to ensure equality in our elections. For those who choose not to vote, we will educate, and empower, working to share the impact of our collective voice in the electoral process.

Finally, through targeted **Advocacy** initiatives, GOTNV will honor our past. We cannot ignore the fact that Alaska Native voters have a long history of being disenfranchised.

Today, the inequities of the past provide fuel for the future. Through our **Advocacy** efforts, GOTNV will stand up for the rights of Our People, honor the achievements of our Alaska Native trailblazers, and work to ensure equal access to election information and voting in every community.

While our plans, tasks, and ambitions are many, our Mission provides a simple focus: Through inspired leadership, voter education, and advocacy, Alaska Native Peoples lead the decisions that shape our world. We know that when we have the courage to lead in ways both great and small, we have a chance to make a positive

difference for Our People. Guided by this Strategic Plan, GOTNV has the potential to inspire a generation of Alaska Native leaders—those who will advance Our People through a passion for progress and a heart for service.

I want to thank our Board of Directors for their dedication and service. This Strategic Plan is only just the beginning—we cannot wait to go on this journey alongside you!

Gloria O'Neill  
*President & CEO*  
*Cook Inlet Tribal Council*







[AKNativeVote.com](http://AKNativeVote.com)

GET OUT  
THE NATIVE  
VOTE



COOK  
INLET  
TRIBAL  
COUNCIL

People. Partnership. Potential.

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