

**INITIATIVE FOR GLOBAL DEVELOPMENT  
2007–2009 STRATEGIC PLAN  
EXECUTIVE SUMMARY**

**PURPOSE**

To build an informed and active constituency of business leaders to champion effective solutions to global poverty.

**OBJECTIVE**

Build an advocacy organization of 1,000 business leaders in 20 U.S. cities by 2010 dedicated to reducing global poverty.

- Build, educate and activate a national network of business leaders on issues of global poverty
- Achieve effective policies aimed at poverty reduction, including stronger aid outcomes, trade expansion and economic development
- Advance innovative private sector solutions that expand economic opportunities for people in poor countries
- Leverage collaborations with key organizations to advance IGD objectives

**PROGRAM OVERVIEW**

IGD is focused on reducing global poverty by educating and activating its members to advance effective U.S. policies and by harnessing the influence and expertise of the private sector to promote sustainable economic growth in poor countries. To that end, IGD will build its national network, advocate for equitable trade practices and effective development assistance programs, engage the support of the next U.S. president and congressional champions, and promote innovative private sector solutions to increase economic opportunities in poor countries.

- **Building and Supporting the National Network :** The national network of business leaders is the cornerstone to achieving both the IGD purpose and its four primary objectives. IGD will grow our membership to 350 members by the end of 2007, 550 by the end of 2008, and 650 by the end of 2009. Strategies for increasing our national network and supporting our existing members include peer-to-peer recruitment, meetings in key IGD cities, a national speaker series and the 2009 National Summit.
- **Policy Change:** IGD's program to improve the policy environment for poverty reduction and growth uses the strength of our national network and business voice to champion effective policies in the areas of aid, trade and economic development. IGD will activate our members to create congressional champions in each IGD city and to secure two major policy wins – a strengthened Millennium Challenge Corporation (MCC) with bipartisan support and expanded access to U.S. markets for developing countries. Strategies for building IGD's capacity to effect policy change include cultivating congressional and administration champions, building relationships between IGD members and their elected officials, and educating and activating our members in support of a comprehensive set of global development policies.
- **Presidential Leadership Strategy:** During the 2008 presidential campaign, IGD will work to elevate the discussion of poverty and the importance of U.S. leadership in promoting a new development agenda so that the next president – regardless of party affiliation – will understand the importance of poverty reduction to our national well-being and the need to make it a top priority in his or her administration. With the 2009 National Summit as a possible platform for outlining the new president's development priorities, IGD will obtain a clear commitment from the new president for an enhanced development agenda as demonstrated by presidential initiatives, budget requests, public statements of support and major meetings convened. Strategies for promoting presidential leadership on a new global development agenda include securing meetings with the top three candidates from each party, their campaign policy staff and key advisors; educating IGD members about our new development agenda and urging them to talk with the candidates on the campaign trail; and coordinating with like-minded groups in support of elevating the importance of development in the next administration.
- **Innovative Private Sector Solutions:** Progress in global poverty reduction will be limited past a certain point without a strong commitment from the private sector. IGD seeks to promote greater synergy between U.S. government programs and private sector investments so that the impact of both public and private commitments to promoting sustainable growth and reducing poverty in developing countries is magnified. IGD will explore the potential for a new platform for collaboration between the public and private sectors in support of long-term investment and growth in the developing world with the intention of rolling out a new initiative at the 2009 National Summit.