How Best to Serve: Planned Parenthood of Minnesota/South Dakota
Defining its Place in the Pro-choice Landscape
Teaching Note

Methodology
A former employee of Planned Parenthood of Minnesota/South Dakota from 2001-2004, the author was part of the organization during its managerial and structural changes, and during the decision whether to develop a segmented fund of the Action Fund. Though her experience provided the basis for inquiry, an interview with Heather Logelin, PPM/SD’s Senior Director of Current Giving, and additional information from Diane Ashbridge, Manager of Executive and Board Affairs, and Amy Brugh, Director of Public Affairs, provided necessary detail and background to complete the story. Using online resources, relevant scholarly articles, and books, the author developed a case that provides information and context designed to elicit discussion and decision-making by participants in a workshop, undergraduate, or graduate classroom.

Case Objectives
This case raises issues of the mission and direction of an organization undergoing change in an increasingly hostile political climate. In addition, this case asks the reader to reflect on what the broader mission of this organization, which is essentially three organizations in one, might be and how revamping and enhancing advocacy might help or hinder its other core activities. In order to accomplish this discussion, the case describes the relationships between Planned Parenthood of Minnesota/South Dakota (PPM/SD), the Planned Parenthood of Minnesota Action Fund, and the Planned Parenthood of South Dakota Action Fund, including what advocacy activities each of these mini-organizations can and cannot engage in and what gaps still exist in PPM/SD’s electoral efforts. The case then describes how PPM/SD is restructuring its activities and mission with a recent change in management, and raises questions about if and how a new political fund might fit into this new structure. Aside from how a political fund might complicate the internal structure of the organization, this case also briefly evaluates how a political fund might re-position the organization in relation to other pro-choice organizations in the community. Ultimately, the reader must synthesize this information in order to reflect upon how they, if a member of the Action Fund Board, would vote to establish an additional fund.

Discussion Questions
1. What does the Action Fund Board need to consider when making its decision whether or not to form a segmented political fund?
2. Would the alternatives to forming a segmented fund—re-vamping the electoral work the organization—provide the necessary momentum to get state-level officials elected? What might be another (or other) step(s) that the organization can take aside from forming a segmented fund?

3. If you were in charge of redirecting the Education or Clinical Services programs, what would your concerns be about the Action Fund Board deciding to form a political fund? Are you worried that, if the organization is viewed as being primarily a pro-choice organization persons might shy away from entering your programs?

4. What would your concerns be if you were Executive Director of NARAL? Would you openly object to the Action Fund Board forming a political fund? Why or why not?

5. As a supporter of Planned Parenthood of MN/SD would you find its organizational structure confusing? If you were solicited for funds from each of the mini-organizations, how could they help you differentiate between funds? Would this change at all if the Action Fund Board added a political fund? Would it be prudent for the Action Fund Board to wait until after the restructuring was completed before adding a layer of complexity? What might the organization want to figure out before a new fund is added?

6. How should the Action Fund Board consider the urgency of the election? Do they need to act immediately to fight the MCCL on equal footing?

7. If you were Director of Development for PPM/SD what alternatives might you be able to propose to the Action Fund Board if they are concerned with losing state funding? Are there alternatives to forming a segmented fund that might raise a portion of those dollars?