Assistance League of San Jose
2022 – 2027 Strategic Plan Draft

Mission
Assistance League volunteers transforming the lives of children and adults through community programs.

Vision
Essential needs are met in our community and families flourish.

Values
Commitment
Leadership
Ethics
Accountability
Respect
Fellowship

Goals
Goal 1: Update, enhance, and/or redesign programs to deepen involvement with children and families, and to address the needs of under-served community members.

Goal 2: Retain, engage, and inspire current members, recruit a diverse group of new members, and increase membership.

Goal 3: Develop, empower, and support members to step into ALSJ leadership roles.

Goal 4: Strengthen financial viability, support sustainability, and diversify revenue streams.

Strategies
Goal 1:
- Educate members on philanthropy versus charity in our efforts to design programs that are philanthropic.
- Empower a committee to design and implement a pilot philanthropic service at one or two schools that participate in Readers Are Leaders and/or Operation School Bell.
- Explore and/or develop partnerships with community agencies, non-profits, businesses, and National’s partnerships that have established volunteer programs.
- Evaluate current programs’ effectiveness in meeting partners’ needs and research their need(s) for expanded service(s).

Goal 2:
- Expand the variety and number of volunteer activities/opportunities in the community through programs.
- Develop more opportunities for engagement of all members, within the chapter and in the community.
- Investigate ways to recruit diverse members.

Goal 3:
- Explore current leadership opportunities within ALSJ to identify other types of leadership options that might be offered.
- Develop a mentorship structure for all leadership roles, members, and new members.
- Educate members on the importance of involvement in programs and committees, and on the numerous leadership positions available within the chapter.

Goal 4:
- Expand our donor base by developing relationships with community organizations, businesses, donors, current partners, and individuals.
- Investigate on-line revenue possibilities such as National’s new virtual merchandise tool and ALSJ’s social media accounts.
- Research ways to retain funds for possible future use.

Approved 5/26/22