

NATIONAL ASSISTANCE LEAGUE®

2020 - 2024 Strategic Plan



The charitable purpose of this organization is to promote and empower committed member volunteerism in local communities while building relationships that expand brand awareness of National Assistance League and its Chapters with education, coaching, resources, advocacy, and networking.

National Assistance League strives to create a diverse, equitable and inclusive culture that ensures every person belongs, is respected, and valued as themselves.

Mission

Engaging and empowering volunteers to strengthen communities.

Values

Commitment...Leadership...Ethics...
Accountability...Respect

Goals

Goal 1: Reimagine the national organization resulting in a strong, sustainable organization maximizing nonprofit best practice.

Goal 2: Lead: Design, operate, and evaluate the effectiveness of Assistance League philanthropic programs, Board structure, strategic planning model, leadership programs, and marketing efforts.

Goal 3: Educate: Develop, upgrade, and update national's educational offerings into resources that chapters seek regularly for education and best practices.

Goal 4: Advocate and Empower: Engage with the community to be champions for our mission and to inspire others to partner with us.

Vision

To become a recognized leader of community volunteerism.

Strategies

Goal 1: Reimagine

- Implement a new committee and task force structure.
- Continue to re-imagine the professional staff.
- Implement new nominations processes and recruitment strategies.
- Develop and deploy new revenue resources.
- Rethink the national revenue model.
- Implement a mentoring program for new board directors.

Goal 2: Lead

- Develop a new strategic plan and measurements.
- Implement diversity, equity, and inclusion process.

Goal 3: Educate

- Provide education for chapters including regional networking.
- Provide education for chapters and leaders including Non-Profit Ready.

Goal 4: Advocate & Empower

- Educate and inform the board about advocacy best practices.
- Strengthen existing partnerships and develop additional partnerships.

This 2020-2024 plan is an extension of the 2020-2023 strategic plan through May 2024. It reflects the reimagining work done by the NAL Board during 2020-2022 and includes new purpose, mission, vision, and DEI statements.