

2017-2020 Strategic Plan



Mission

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

Vision

Essential needs are met in our community and families flourish.

Values

Commitment
Leadership
Ethics
Accountability
Respect

Purpose

Building effective chapters nationwide through education, inspiration and support.

Goals

1. Establish, develop and maintain effective chapters as measured by the effective chapter checklist, chapter performance and membership growth.
2. Enhance services and technology to chapters through increased return to chapters in services and technology.
3. Inspire and educate chapter leaders and members as measured by improvements in chapter training and visit evaluations, Leadership Team applications and National Conference attendance.
4. Adapt to strengthen position as the leading all-volunteer nonprofit resulting in increased sponsorship and name recognition.

Strategies

- A) Improve professional development for organization's leadership.
- B) Continuously improve education program efficiency and effectiveness; incorporate recommendations for National Conference.
- C) Incorporate new models for raising funds at local and national levels.
- D) Define organization's philanthropic focus and scope to align strategically.
- E) Develop membership plan to support members in all stages, phases and locations.
- F) Launch elements of comprehensive marketing plan; continue to work with current marketing plan timeline.
- G) Proactively evaluate, recommend, deliver and support technology solutions for National Leadership Team and chapters.
- H) Explore opportunities to incorporate best practices for organizational structure and governance.