

# NATIONAL ASSISTANCE LEAGUE®

## 2020 - 2023 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

### 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:** Engage with the community to be champions for our mission and to inspire others to partner with us.

**Goal 5: Empower:** Encourage chapters to create and implement innovative solutions to meet their emerging needs.

**Goal 6: Collaborate:** Retain, engage, and inspire current volunteers, and develop plans for recruiting a diverse new group of volunteers.

### Strategies

#### Goal 1:

- Create an agreed upon envisioned future state of National Assistance League.
- Simplify national requirements for chapters.
- Rethink the national revenue model.
- Innovate Thrift Shop Operations.
- Optimize access to resources that support chapters.
- Revitalize national marketing plan.
- Redesign membership models to stimulate active member recruitment and retention.

#### Goal 2:

- Clarify roles and responsibilities for leadership chairs, liaisons, and committees.
- Expand opportunities for chapters to connect and share best practices.
- Implement new national Education-Communication plan.
- Help chapters to explore, develop, and implement ideas for deepening increased philanthropic reach of the Operation School Bell program, per recommendations of the Stars Special committee.
- Plan and deploy marketing campaigns that retain and recruit members, promote thrift shops and reach out to new sponsors.
- Ensure both national and chapter levels develop, manage and monitor strategic plans tied to our mission.

#### Goal 3:

- Guide development of eLearning programming utilizing chapter-generated needs.
- Enhance and create training and education programs (i.e., leadership training, virtual education, networking).
- Educate chapters on importance of and process for data collection and outcomes measurement.
- Encourage chapters to target unexplored resources for chapter revenue development opportunities.
- Develop virtual Connect 2021/23 programs.

#### Goal 4:

- Introduce advocacy opportunities.

#### Goal 5:

- Pursue partnerships between national and outside firms in the area of finance and accounting.
- Empower chapters to strategically evaluate programs mix.

#### Goal 6:

- Investigate the best methods to respond to chapter questions/requests for information.
- Bridge communication between committees.