



ALCV STRATEGIC PLAN 2021-2026

(Revised 1/2021)

MISSION STATEMENT

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

VISION STATEMENT

Essential needs are met in our community and families flourish.

GOALS

- 1. Identify and operate philanthropic programs to meet community needs with a focus on enhancing the educational success of children and adults**
 - 2. Seek and maintain an informed, committed membership to ensure the success of the mission.**
 - 3. Ensure a viable financial future for the organization**
 - 4. Achieve name recognition as a leading volunteer organization to increase community support locally recognized for providing support and opportunities to members of our community**
 - 5. Successfully transition into a facility that will meet the growing needs of Assistance League® of Conejo Valley**
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GOAL ONE: IDENTIFY AND OPERATE PHILANTHROPIC PROGRAMS TO MEET COMMUNITY NEEDS

	OBJECTIVES	ACTION STEPS	BUDGET	TARGET DATE	COMMITTEE/PERSON RESPONSIBLE	MEASURES OF SUCCESS
1	Review current community needs	Contact current recipients and/or other community organizations to determine community needs	\$0	January	VP Philanthropic Programs/ Committee Chairs	Identification, implementation of new programs and continuation of existing programs that meet community needs
		Present findings to VP Philanthropic Programs		March		
2	Evaluate each philanthropic program annually based on established criteria	Committee Chairs complete and submit the annual committee and recipient evaluation forms to the VP Philanthropic Programs	\$0	February	VP Philanthropic Programs/ Committee Chairs	Evaluations completed Motions made and approved by Philanthropic Programs Committee
		VP Philanthropic Programs reviews evaluation forms based on community needs with Committee Chairs and prepares motions to continue, terminate or amend programs		March		
		VP Philanthropic Programs presents and offers motions to the Board		March Board Mtg	VP Philanthropic Programs/Board	Motions, facts and rationale presented to the Board
		VP Philanthropic Programs presents and offers motions to the membership		March Regular Mtg	VP Philanthropic Programs	Motions, facts and rationale presented to Membership
3	Determine staffing needs for approved programs for the upcoming year	Plan, organize, staff and control each program	\$0	April	VP Philanthropic Programs/ Committee Chairs	All programs are appropriately staffed, implemented and managed Increased membership participation in philanthropic programs
		Philanthropy VP works with Membership VP and Committees to create and implement plans that encourage participation in philanthropic programs		Monthly and ongoing		

**GOAL TWO: SEEK AND MAINTAIN INFORMED, COMMITTED MEMBERSHIP TO ENSURE
THE SUCCESS OF THE MISSION**

	OBJECTIVES	ACTION STEPS	BUDGET	TARGET DATE	COMMITTEE/PERSON RESPONSIBLE	MEASURES OF SUCCESS
1	Develop and maintain an informed, active membership	Grow total membership by at least 10 people annually.	\$0	May 31	VP Membership/ Committee/All Members	Membership increases by 10 each year
		Continue member training	\$0	Monthly	Director of Education	All members receive ongoing training.
		Promote membership involvement and inclusion through the electronic distribution of current Chapter activities. Provide "hot links" on member website.	\$0	Ongoing	Director of Marketing Communications	80% of members open electronic communications with a goal of increasing the open rate by 5% a year.
2	Develop an informed and knowledgeable Board	Continue in-depth Board/Chair training	\$0	Begin June; Monthly	Director of Education/Board	All Board members attend 1 Board training session
		Promote AL National Conference participation	TBD	Sept.	Director of Education/Board	Increased number of participants at Conference
		Identify potential leaders for recruitment	\$0	Feb.	All members/ Nominating Committee	Board positions filled with qualified members
3	Achieve active participation of every member in order to fulfill our Chapter mission	All members will participate in a minimum of 66 hours of service each fiscal year that includes 14 3-hour Thrift Shop shifts (36 hours). Members are encouraged to participate in philanthropy, general service and regular meetings	\$0	Monthly	VP Membership/ VP Philanthropic Programs/ Committees/Board	Increase in member volunteer hours
		Committee Chairs actively recruit committee members and cultivate future chairs	\$0	April	Committee Chairs	All committees staffed before start of next fiscal year
		Members will be recognized for above and beyond service to the Chapter	\$0	September	VP Membership/ Committee	Increase in member participation in philanthropic programs and Thrift Shop shifts and member retention

GOAL THREE: ENSURE A VIABLE FINANCIAL FUTURE FOR THE ORGANIZATION

	OBJECTIVES	ACTION STEPS	BUDGET	TARGET DATE	COMMITTEE/PERSON RESPONSIBLE	MEASURES OF SUCCESS
1	Create and monitor an annual budget	Create the budget	\$0	March	Finance Committee/ Committee Chairs	Adherence to annual budget
		Present and discuss financial statement with the Board and membership		Monthly	Treasurer	Informed Board and membership
		Post IRS Form 990 on ALCV website for public viewing		Annually	Treasurer	Public access to ALCV IRS Form 990
2	Determine sustainable funding sources to support budget	Operate a Thrift Shop as the major fundraising program	TBD	May	VP Resource Development/Members	Budget requirements met or exceeded
		Execute 4 fundraising events	TBD	Two events in both Fall and Spring	Fundraising Committee/ Members	Funds raised to support building fund and/or program services increasing 10% year over year
		Complete 10–12 grant applications	TBD	Annually	Grants Team	Funds raised to support and increase program services
		Increase Perpetual Fundraising donation opportunities by 5%		Annually	Perpetual Fundraising Chair/Members	Perpetual Fundraising increased 5% annually
		Secure corporate support and partners	TBD	Ongoing	Chair Business Development	Increased revenue meeting budgetary requirements
3	Determine staffing needs for all fundraising activities	Plan, organize, train, and staff as needed	\$0	Annually	VP Resource Development/ Fundraising Chairs/Thrift Shop Managers	Budget requirement met or exceeded

**GOAL FOUR: ACHIEVE NAME RECOGNITION AS A LEADING VOLUNTEER ORGANIZATION
TO INCREASE COMMUNITY SUPPORT**

	OBJECTIVES	ACTION STEPS	BUDGET	TARGET DATE	COMMITTEE/PERSON RESPONSIBLE	MEASURES OF SUCCESS
1	Increase community awareness and support for ALCV	Pursue contacts with print media, social media and radio stations	TBD	Monthly	Director of Marketing Communications	Increased articles and ads that reach a wider audience
		Develop and supply promotional materials to social media, print publications, radio and bulletin boards	TBD	Ongoing	Director of Marketing Communications/ Committee	Increased public recognition and support
		Develop and implement a plan to create strategic alliances with community partners and maintain a database	\$0	Ongoing	Chair of Business Development/ Director of Marketing	Increase community partnerships and donors by 5% each year.
		Acknowledge partnerships in the Community Newsletter		Ongoing		Partnerships recognized in Community Newsletter
		Create a donor management system		1/2022		System created
		Evaluate and establish criteria for the potential recipient of an AL award to recognize contributions of members, non-members or partner organizations	\$0	May	Special committee appointed by President/Board	Presentation of awards
		Search for opportunities to apply for community-based award and recognition programs	\$0	Ongoing	Director of Marketing Communications/ Committee/Members	Increased Chapter recognition and community support
		Develop plan for Community Advisory Board (CAB)	\$0	11/2021	Board/Chair of Business Development	Plan created and CAB established
Implement CAB plan		3/2022				
Update: Volunteer Match, GuideStar, GreatNonProfits, and Charity Navigator	\$0	Ongoing	Director of Marketing Communications/ Committee	Increased donor support		

GOAL FIVE: SUCCESSFULLY TRANSITION INTO A FACILITY THAT WILL MEET THE GROWING NEEDS OF ASSISTANCE LEAGUE OF CONEJO VALLEY

	OBJECTIVES	ACTION STEPS	BUDGET	TARGET DATE	COMMITTEE/PERSON RESPONSIBLE	MEASURES OF SUCCESS
1	Create a committee	Form a committee	\$0	6-30-2021	President/Board	Committee formed
2	Develop a business plan	Conduct needs assessment and write the plan	\$0	1-31-22	Special committee appointed by the President/Board	Completed plan and approval by membership
3	Develop a capital funding plan	Conduct needs assessment and write the capital funding plan	\$0	1-31-22	Special committee appointed by the President/Board	Completed capital funds plan
4	Secure a larger facility	Assess physical and monetary requirements for purchase or lease based on business plan Work with local commercial realtors and government groups to secure facility	\$0	9-30-2023	Special committee appointed by the President/Board	Purchase or lease a facility