



**assistance league<sup>®</sup>**

**Transforming Lives • Strengthening Community**

**GREATER COLLIN COUNTY**

**STRATEGIC PLAN**

**2020-2023**

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## **Value Propositions and Goals**

### **VALUE PROPOSITIONS**

A Value Proposition is a promise of value or benefits to be delivered. Creating value propositions for each of Assistance League of Greater Collin County's programs and standing committees is a key component of the strategic plan which provides a blueprint to ensure direction and consistency throughout the organization for the next three years.

### **GOALS**

At the center of the value propositions for Assistance League of Greater Collin County programs and standing committees are the specific goals, which have been developed for the next three years. Each year of this plan, the goals will be assessed to determine if they are still specific, measurable, attainable, realistic, and time bound. New goals will then be determined and added to the strategic plan so the Assistance League of Greater Collin County's strategic plan is always a three-year working document.

The goals of a successful organization must align with its major strategic priorities. Therefore, each goal in this strategic plan is keyed (by letters A, B, C) to one of Assistance League of Greater Collin County's three Strategic Priorities as articulated in the Strategic Framework:

- A. Have an informed, involved, enthusiastic membership that will provide full support and staffing for our programs and resource development
- B. Continue to align our philanthropic programs with community needs
- C. Maximize our use of time, space, and volunteer efforts in order to increase resource development and the number of people served

## **PHILANTHROPIC PROGRAMS**

### **VALUE PROPOSITIONS AND GOALS**

#### **Operation School Bell® Program**

**2020-2023**

#### **Operation School Bell® Retail Committee**

Operation School Bell Retail committee provides clothing and personal items for Collin County school age children in need, in multiple school districts; support may also include areas of health, hunger, literacy, and supplies.

The committee will achieve this critical success factor by:

- Members volunteering at shopping events
- Purchase, hygiene and other items necessary for shopping events.
- Scheduling students for shopping events.

By meeting the basic needs of school children through supplying new school clothes, the program will realize an intangible benefit of an improved self-esteem and quality of life for recipient children.

During each of the following three years, Operation School Bell Retail will demonstrate on a semi-annual basis the delivery of value by measuring the following:

- The number of Assistance League of Greater Collin County volunteers participating in the committee;
- The dollar amount spent for clothing;
- The dollar amount spent for clothing per child;
- The number of school children provided with school clothing;
- The number of schools participating in the committee.

#### **STRATEGIC GOALS**

##### **June 1, 2020 to May 31, 2021**

Implement Operation School Bell's Retail new operating model. (B)

Seek back up vendors which will allow us to purchase/replenish some clothing at a later date. (B)

Restructure and review the Operation School Bell Retail Lead Team responsibilities. (A)

Seek to achieve a 96% participation in Operation School Bell Retail by our membership (A)

OPERATION SCHOOL BELL RETAIL

**STRATEGIC GOALS**

**June 1, 2021 to May 31, 2022**

Review and evaluate Operation School Bell's Retail operating model. (B)

Seek back up merchants for retail shopping events. (B)

Review/restructure the Operation School Bell Retail Lead Team responsibilities. (A)

Seek to achieve a 97% participation in Operation School Bell Retail by our membership (A)

**June 1, 2022 to May 31, 2023**

Review and evaluate Operation School Bell's Retail operating model. (B)

Seek back up merchants for retail shopping events. (B)

Review/restructure the Operation School Bell Lead Retail Team responsibilities. (A)

Seek to achieve a 98% participation in Operation School Bell by our membership (A)

## **OPERATION SCHOOL BELL® SCHOOL SERVICES**

Operation School Bell School Services consists of Warm Feelings committee, Hi and Dri committee, and Dr. Seuss committee which strives to respond to community needs within Collin County. Operation School Bell School Services deals with needs such as Hunger, Literacy, Health, Supplies, and poverty at all levels

The committees will achieve this critical success factor by:

- Reading to children in elementary school
- Supporting children who are at or near the poverty line with school supplies
- Holding workshops to make blankets for homeless children
- Providing undergarments to various school nurses.

During each of the following three years, Operation School Bell School Services will demonstrate on a yearly basis the delivery of value by measuring the following:

- Number of Assistance League members who volunteer/hours for each project
- Number of community volunteer hours for each project
- Cost of each project
- Number of community needs identified and responded to various ages sectors of our community

The committees will realize the following intangible benefits:

- Sense of caring and compassion that these committees bring to those in need
- Sense of serving and giving to our community with handmade items

## **STRATEGIC GOALS**

### **June 1, 2020 to May 31, 2021**

Encourage more participation in all Operation School Bell School Services activities and workshops by talking about what we do and it is a great way to make friends (A)

Include Assisteens in at least one Operation School Bell School Services committees each school year (A)

Increase our efforts to serve Haggard Middle School students who are homeless or below the poverty line (B)

## **STRATEGIC GOALS**

### **June 1, 2021 to May 31, 2022**

Encourage more participation in all Operation School Bell School Services activities and workshops (A)

Include Assisteens in at least one Operation School Bell School Services committees each school year (A) committee Increase our efforts to serve Haggard Middle School students who are homeless or at or below the poverty line (B)

## **OPERATION SCHOOL BELL SCHOOL SERVICES**

## **STRATEGIC GOALS**

### **June 1 2022 to May 31, 2023**

Encourage more participation in all Operation School Bell School Services activities and workshops by spreading the word that this is a great way for new members to get acquainted (A)

Include Assisteens in at least one Operation School Bell School Services committees program each school year (A)

Increase our efforts to serve Haggard Middle School students who are homeless or below (B)

## **WEE MEMORIES PROGRAM**

The Wee Memories program will perform the following:

- Provide bereavement Memory Boxes for parents whose babies have died at or near birth at Texas Health Presbyterian Hospital Plano

The program will achieve this critical success factor by:

- Maintaining stock at these hospitals as needed
- Schedule workshops periodically to assemble the boxes
- Members/community volunteers knit or crochet blankets
- Community volunteers make gowns and caps

The program will realize the following intangible benefits:

- Sense of caring and compassion
- Support for a grieving family

During each of the following three years, Wee Memories will demonstrate on a yearly basis the delivery of value by measuring the following:

- Cost per box
- Number of boxes delivered (thus families comforted)
- Number of hospitals served
- Days from request to delivery

### **STRATEGIC GOALS**

#### **June 1, 2020 to May 31, 2021**

Continue to provide bereavement boxes to Texas Health Presbyterian Hospital as requested (B)

Review items contained in the bereavement box. Determine if some changes are needed (B)

Seek out additional services needed that may be provided to the Hospital (B)

#### **June 1, 2021 to May 31, 2022**

Continue to provide bereavement boxes to Texas Health Presbyterian Hospital as requested (B)

Investigate the addition of one or more other local hospitals to the Wee Memories program. (B)

Seek out additional services needed that may be provided to the Hospital (B)

#### **June 1, 2022 to May 31, 2023**

Continue to provide bereavement boxes to Texas Health Presbyterian Hospital as requested (B)

Increase the number of members/community volunteers who are involved in the Wee Memories workshops. (A)

Seek out additional services needed that may be provided to the Hospital (B)

## **PASS THE WORD PROGRAM**

Pass The Word program will perform the following:

- Distribute magazines and puzzle/activity books to patients and waiting room areas at Texas Health Presbyterian Hospital Plano. Offer coloring books/ crayons to patient's children.
- Take time to visit with patients if requested.
- Expand program to other hospitals in Collin County as requested & approved.
- Hold periodic Donation Drives to collect supplies requested by ancillary hospitals, such as in-patient behavioral and rehab facilities.

The program will achieve this critical success factor by:

- Designated days members prepare the magazine cart for distribution
- Designated days members pass the magazines to hospital patients
- Designated dates to organize collection of donated supplies. Assisteens has offered to support this type of event.

The program will realize the following intangible benefits:

- Sense of caring and compassion for patients and their families, while hospitalized
- Sense of accomplishment in volunteering that contributes to the successful administration processes for the hospital

During each of the following three years, Pass The Word will demonstrate on a yearly basis the delivery of value by measuring the following:

- Record the number of volunteer hours spent distributing magazines to patients
- Increase in subscription donations from Assistance League of Greater Collin County membership
- Reduce cost of subscriptions by annually comparing third party vendors and negotiating the best subscription rate.
- Work with Texas Health Presbyterian Hospital Plano volunteer coordinator to assure that Pass the Word members are supported by Texas Health Presbyterian Hospital Plano in their volunteer function
- Maintain contact with former Assistance League of Greater Collin County members who regularly support the Pass the Word program by collecting and delivering pre-owned current magazines.
- Collect gently used current magazines from medical/dental offices, salons, neighbors, etc.

PASS THE WORD

**STRATEGIC GOALS**

During the Covid-19 pandemic, strategic goals for 2020-2021 may not be met due to Texas Health Presbyterian Hospital Plano Presbyterian Hospital furloughing all volunteers including the Pass The Word program. All magazines subscriptions paid by Assistance League of Greater Collin County for the Pass The Word program have been cancelled and not renewed until further notice.

**June 1, 2020 to May 31, 2021**

To anticipate and determine the number and types of magazines and activity books preferred and have them readily available for patients. (B)

Hold Donation Drives for members and friends to donate supplies requested by ancillary hospitals, such as in-patient behavioral and rehab facilities.

Hold events to educate the Assistance League of Greater Collin County membership about Pass The Word with the goal of gaining new team members. (A)

Personally welcome new visitors/members at monthly meetings and introduce the Pass the Word program. (B)

Encourage members and their friends to donate subscriptions by: using air miles to increase subscriptions and taking advantage of 2/1 subscriptions (B)

**June 1, 2021 to May 31, 2022**

To anticipate and determine the number and types of magazines and activity books preferred and have them readily available for patients. (B)

Hold Donation Drives for members and friends to donate supplies requested by ancillary hospitals, such as in-patient behavioral and rehab facilities.

Hold events to educate the Assistance League of Greater Collin County membership about Pass The Word with the goal of gaining new team members. (A)

Personally welcome new visitors/members at monthly meetings and introduce the Pass the Word program. (B)

Encourage members and their friends to donate subscriptions by: using air miles to increase subscriptions and taking advantage of 2/1 subscriptions. (B)

PASS THE WORD

**STRATEGIC GOALS**

**June 1, 2022 to May 31, 2023**

To anticipate and determine the number and types of magazines and activity books preferred and have them readily available for patients. (B)

Hold Donation Drives for members and friends to donate supplies requested by ancillary hospitals, such as in-patient behavioral and rehab facilities.

Hold events to educate the Assistance League of Greater Collin County membership about Pass The Word with the goal of gaining new team members. (A)

Personally welcome new visitors/members at monthly meetings and introduce the Pass the Word program. (B)

Encourage members and their friends to donate subscriptions by: using air miles to increase subscriptions and taking advantage of 2/1 subscriptions (B)

## **CARING IN ACTION PROGRAM**

Caring In Action is a program which strives to respond to community needs within Collin County. Caring in Action deals with needs such as Hunger, Literacy, Health, Supplies, and poverty at all levels.

The program will achieve this critical success factor by:

- Holding workshops to make blankets for homeless children
- Supporting Emily's Place (Home for battered women and their children)
- Holding workshops to make cheerful baseball caps for seriously ill children at the Children's Hospital
- Providing supplies for activities at Victoria Gardens (Senior care facility)

During each of the following three years, Caring in Action will demonstrate on a yearly basis the delivery of value by measuring the following:

- Number of Assistance League members who volunteer/hours for each project
- Number of community volunteer hours for each project
- Cost of each project
- Number of community needs identified and responded to various ages sectors of our community

The program will realize the following intangible benefits:

- Sense of caring and compassion that these programs bring to those in need
- Sense of serving and giving to our community with handmade items

CARING IN ACTION

**STRATEGIC GOALS**

**June 1, 2020 to May 31, 2021**

Encourage more participation in all Caring in Action activities and workshops by talking about what we do and it is a great way to make friends (A)

Include Assisteens in at least one Caring In Action program each school year (A)

Increase our efforts to serve Haggard Middle School students who are homeless/or at or below the poverty line (B)

Review and/or restructure the 2019-2020 reorganization of the two person Caring In Action Lead Team. Determine if changes are needed (A)

**June 1, 2021 to May 31, 2022**

Encourage more participation in all Caring in Action activities and workshops (A)

Include Assisteens in at least one Caring In Action program each school year (A)

Increase our efforts to serve Haggard Middle School students who are homeless/or at below the poverty line (B)

Review changes from last year's 2020-2021 reorganization of the two person Caring In Action Lead Team (A)

**June 1 2022 to May 31, 2023**

Encourage more participation in all Caring in Action activities and workshops by spreading the word that this is a great way for new members to get acquainted (A)

Include Assisteens in at least one Caring In Action program each school year (A)

Increase our efforts to serve Haggard Middle School students who are homeless/or at or below the poverty line (B)

To review and/or restructure the 2021-2022 reorganization of the two person Caring In Action Lead Team (A)

## **OUTREACH PROGRAM**

Outreach will respond with one time and short term projects to meet community needs within Collin County.

The program will achieve this critical success factor by:

- Examining projects from previous years and new requests from the community.
- Staying alert to community emergencies

The needs will be identified as a result of the following:

- Requests received from Greater Collin County agencies
- Needs identified through other Assistance League of Greater Collin County programs
- Needs identified by general Assistance League of Greater Collin County membership

The program will realize the following intangible benefits:

- Sense of caring and compassion that these programs bring to those in need
- Sense of accomplishment while working with other agencies to provide a common goal of meeting the needs of the community

During each of the following three years, Outreach will demonstrate on a yearly basis the delivery of value by measuring the following:

- Cost of project
- Number of families or persons who benefitted by the Outreach Program each year
- Volunteer hours required
- Number of volunteers who participated

OUTREACH

**STRATEGIC GOALS**

**June 1, 2020 to May 31, 2021**

Meet with philanthropic program chairs early in the year to revisit the purpose and activities of the Outreach Committee and specifically how to access outreach support. (C)

**June 1, 2021 to May 31, 2022**

Meet with philanthropic program chairs early in the year to revisit the purpose and activities of the Outreach Committee and specifically how to access outreach support. (C)

Visit with the local police departments for specific needs that are not provided in their budgets. (B)

Provide agencies with information about Assistance League of Greater Collin County and the purpose of the Outreach Committee. (B)

Continue collaboration with community agencies by creating a list of agencies to contact in the event of unanticipated community needs. (B)

**June 1, 2022 to May 31, 2023**

Meet with philanthropic program chairs early in the year to revisit the purpose and activities of the Outreach Committee and specifically how to access outreach support. (C)

Visit with the local police departments for specific needs that are not provided in their budgets. (B)

Provide agencies with information about Assistance League of Greater Collin County and the purpose of the Outreach Committee. (B)

Continue collaboration with community agencies by creating a list of agencies to contact in the event of unanticipated community needs. (B)

## VALUE PROPOSITIONS AND GOALS

2020-2023

### EDUCATION COMMITTEE

The Education Committee will educate and train Assistance League of Greater Collin County members, provide informational materials, and maintain the chapter's job descriptions and operations manuals.

The Education Committee will accomplish this critical success factor by identifying and optimizing the educational needs of the Assistance League of Greater Collin County chapter through the ability to do the following:

- Compile and distribute the end of year report to chapter and Advisory Council members
- Organize leadership training, as needed
- Encourage an active mentor program for new members
- Encourage members to utilize chapter donor cards and website donation features
- Coordinate arrangements for the Texas Networking Conference and the National Assistance League Conference
- Maintain an electronic resource library
- Ensure that chapter job description and operations manuals are updated annually

Tangible and intangible benefits of having an involved and highly participatory Education Committee will result in a well-informed, involved, and enthusiastic chapter and will ensure that job responsibilities and procedures are documented for continuity purposes.

During each of the following three years, the Education Committee will annually demonstrate the delivery of value by measuring the following:

- "Educational Moments" presented
- Training programs completed
- Completion and distribution of the end of yearbook to chapter and Advisory Council members
- Completion of annual job description updates
- Completion of annual chapter operations manual updates

EDUCATION COMMITTEE

**STRATEGIC GOALS**

**June 1, 2020 to May 31, 2021**

Survey members annually to identify topics or skills they would like presented in training programs. (A & C)

Implement a comprehensive orientation plan that includes an up-to-date notebook so new members and their mentors can be knowledgeable about Assistance League of Greater Collin County goals and actively participate in our philanthropic programs. (A)

Guide new members to select committees and programs they will enjoy and best fits their interests and talents. This should be done immediately following the Orientation. Follow up to make sure committee chairmen receive this information and call new members to invite them to meetings and workshops. (C)

Seek feedback, through informal conversation, from new members to see how orientation can be improved. (A)

Provide “education moments” at monthly meetings and in our newsletter that support the goals and help participants expand their knowledge of different facts, programs and technology, to make membership more active and informed. Examples would be: history of our chapter, misunderstood by-laws, interesting facts, etc. (A)

Evaluate the programs, monthly newsletter topics, and “educational moments” in order to improve next year’s offerings. (B)

Facilitate the planning of the Assistance League of Greater Collin County hosting the Texas Networking Conference. (C)

**June 1, 2021 to May 31, 2022**

Survey members to identify topics or skills they would like presented in training programs. (A & C)

Coordinate instructors and identify dates in order to fulfill the requests for training programs.

Based on feedback from previous year develop and implement a comprehensive orientation plan that includes an up-to-date notebook so new members and their mentors can be knowledgeable about Assistance League of Greater Collin County goals and actively participate in our philanthropic programs. (A)

Value Propositions and Goals

EDUCATION COMMITTEE

**STRATEGIC GOALS**

Guide new members to select committees and programs they will enjoy and best fits their interests and talents. This should be done immediately following the Orientation. Follow up to make sure committee chairmen receive this information and call new members to invite them to meetings and workshops. (C)

Based on feedback from the previous year, provide “education moments” at monthly meetings and in our newsletter that support the goals and help participants expand their knowledge of different facts, programs and technology, to make membership more active and informed. (A)

Evaluate the programs, monthly newsletter topics, and “educational moments” in order to improve next year’s offerings. (B)

**June 1, 2022 to May 31, 2023**

Survey members to identify topics or skills they would like presented in training programs. (A & C)

Coordinate instructors and identify dates in order to fulfill the requests for training programs.

Based on feedback from previous year develop and implement a comprehensive orientation plan that includes an up-to-date notebook so new members and their mentors can be knowledgeable about Assistance League of Greater Collin County goals and actively participate in our philanthropic programs. (A)

Guide new members to select committees and programs they will enjoy and best fits their interests and talents. This should be done immediately following the Orientation. Follow up to make sure committee chairmen receive this information and call new members to invite them to meetings and workshops. (C)

Based on feedback from the previous year, provide “education moments” at monthly meetings and in our newsletter that support the goals and help participants expand their knowledge of different facts, programs and technology, to make membership more active and informed. (A)

Evaluate the programs, monthly newsletter topics, and “educational moments” in order to improve next year’s offerings. (B)

## **MEMBERSHIP COMMITTEE**

The Membership Committee will recruit and maintain a diverse, informed and committed Assistance League of Greater Collin County membership.

The Membership Committee will accomplish the critical success factor through its ability to do the following:

- Maintain the general membership level at or above 65 members
- Maintain an adequate number of volunteers to work each of the Assistance League of Greater Collin County Programs

By providing for adequate and engaged membership, Assistance League of Greater Collin County will realize tangible and intangible benefits for the betterment of children in the Greater Collin County community through Assistance League of Greater Collin County programs. Increased Assistance League of Greater Collin County volunteers will result in the generation of more funds to serve the Greater Collin County community.

To aid in the accomplishment of these objectives, the Membership Committee will complete the following:

- Design and implement a plan to strengthen and support membership
- Design and implement a plan to increase and improve internal communication
- Design and implement a plan to provide human resources to ensure success within Assistance League of Greater Collin County

During each of the following three years, the Membership Committee will demonstrate on a yearly basis the delivery of value by measuring the following:

- Development of a plan to increase and improve internal communication
- Number of attendees at Membership Monthly Meetings
- Number of new members completing training and paying dues
- Number of total volunteer hours at the end of the year
- Current number of volunteers

MEMBERSHIP COMMITTEE

**STRATEGIC GOALS**

**June 1, 2020 to May 31, 2021**

**Objective One: Develop and implement a comprehensive orientation plan (A)**

- **Update “Fact Sheet”** - Our current one page flyer for prospective members *will be updated to reflect the effects of the current COVID restrictions as it relates to Assistance League of Greater Collin County and our community efforts*. This document is fluid and will be continuously updated as a means to keep all members and prospective members updated.
- **Work with Education** during this COVID period to provide a “brief education” to at least 1-2 potential members interested in joining.
- **Provide and update current prospective new member folders** - Membership will meet with all prospective members when needed and will provide the prospective member a “Prospective New Member Folder”.

**Objective Two: Develop an active recruitment plan (A)**

- **Host Recruitment Coffees** – If any recruitment coffees are held it will be via Zoom based on current COVID restrictions.
- **Host Recruitment Wine and Cheese Events** - If any recruitment wine and cheese events are held it will be via Zoom based on current COVID restrictions.
- **Reply immediately to on-line requests** – Respond in to on-line membership requests in a timely manner.
- **Provide Assistance League Business Cards** – Encourage members to carry Assistance League business cards to pass out to prospective members and to refer them to our website for additional information. Business cards would be available at the office and members will be reminded to hand them out in our monthly newsletters and at regular meetings.
- **Reward Members for Recruitment Efforts** - The member who recruits the most members in a year will be recognized at the May General meeting. This will encourage members to recruit which is the most effective way to get new members.
- **Develop a recruitment video** - The Membership Committee would like to coordinate with Marketing to create an updated “Assistance League of Greater Collin County specific” video to be shown at our recruitment events and possibly post on our website.
- **Post Social Media Recruitment Posts** - The Membership Committee would also like to consider posting to social media sites, such as Next Door, Facebook, and possibly in a local paper for prospective members.

MEMBERSHIP COMMITTEE

**Objective Three: Increase participation in programs and activities (A)**

- **Engage Members** – Host “member only” Zoom coffees and happy hours, and possibly plan a few group outings. Membership will encourage attendance by sending email invites to all members. Members will be discussing fun and engaging topics in an effort to maintain relationships with each other and to be sure they are all available and can use Zoom.
- **Reward VIP membership Levels** - Award members who’ve been in Assistance League for 5, 10, and over 15 years. A star will be placed on their badges – red for 5, blue for 10, and gold for 15 and over. This creates a way to continuously recognize members for their loyalty and service. The Membership Chairman will tabulate the years. The hearts will be presented each year at the August meeting as a way to start the year off with member appreciation. ***Due to COVID and transition of the membership chairman – this year we will honor these members at our January 2021 Regular Meeting.***
- **Check on members** - Due to recent COVID restrictions and health concerns Regular meetings are being held via Zoom. It has been noticed that several members have not been attending these meetings, their committee meetings or any of the all member related events being held on-line. Normally, when members have missed two general meetings in a row they would be sent a welcoming email by the monthly meeting liaison inquiring about their absences. During this COVID period there are many members who are unable to attend due to their own health concerns and fears as well as other family obligations that have arisen because of COVID. The VP of Membership along with membership committee members will reach out to these members to determine why they are not attending and what can be done to bring them back. Committee chairmen will also be asked to advise Membership of those committee members not attending or responding to their emails. It is important to let members know that they are missed and appreciated. The VP of Membership and the monthly meeting liaison will evaluate the success of these contacts based on an increase in attendance.
- **Search for Volunteer and Social Events** - The Membership Committee will research possible volunteer and social events that involve spouses and family members. At least one to two events will be scheduled each year. These events will be identified as we find, approve and organize them. An “End of Year” Event would also be scheduled on or about May 15<sup>th</sup>.
- **Acknowledge a “Volunteer of the Month”** - Each month the member who has the most volunteer hours for the previous month will be recognized at the general meeting. (Board members excluded) This will encourage members to be involved, take leadership positions, and turn in their hours. Once a member has been recognized, they can’t be recognized again.

**Acknowledge members by having a “Spot Light of the Month”** – A member will be chosen to be the Spot Light Member of the month in the Assistance League of Greater Collin County Newsletter. This allows members to share information about themselves to other members and helps us all to get to know one another better.

## MEMBERSHIP COMMITTEE

- **Reward Members** - The member who recruits the most members in a year will be recognized at the May Annual meeting. This will encourage members to recruit and allow our chapter to show our appreciation of this member for all their efforts. This is also the most effective way to get new members.

## STRATEGIC GOALS

**June 1, 2021 to May 31, 2022**

### **Objective One: Develop and implement a comprehensive orientation plan (A)**

- **Maintain the “Fact Sheet”** - Our current one page flyer for prospective members is fluid and will be continuously updated as a means to keep all members and prospective members updated.
- **Maintain Prospective New Member Folders** - Membership will meet with all prospective members when needed and will provide the prospective member a “Prospective Member Folder”. These folders will contain the Assistance League of Greater Collin County Fact Sheet, membership application, current Assistance League of Greater Collin County pamphlet and business card. These folders will be kept at the office and will be continuously updated to be sure all information is current.

### **Objective Two: Develop an active recruitment plan (A)**

- **Host a Recruitment Coffee** - A morning Coffee will be held early in the year at the ALGCC Office or possible outside venue.
- **Host a Recruitment Wine and Cheese** - An evening Wine and Cheese event will be held at mid-year at the Assistance League of Greater Collin County office or possible outside venue.
- **Reply immediately to on-line requests** – Respond in to on-line membership requests in a timely manner.
- **Provide Assistance League Business Cards** - Encouraged members to carry Assistance League business cards to pass out to prospective members and to refer them to our website for additional information. Business cards would be available at the office and members will be reminded to hand them out in our monthly newsletters and at regular meetings.
- **Reward Members for Recruitment Efforts** - The member who recruits the most members in a year will be recognized at the May General meeting. This will encourage members to recruit which is the most effective way to get new members.

**Develop a recruitment video** - The Membership Committee would like to coordinate with Marketing to create an updated “Assistance League of Greater Collin County specific” video to be shown at our recruitment events and possibly post on our website.

## MEMBERSHIP COMMITTEE

- **Post Social Media Recruitment Posts** - The Membership Committee would also like to consider posting to social media sites, such as Next Door, Facebook, and possibly in a local paper for prospective members.

### **Objective Three: Increase participation in programs and activities (A)**

- **Engaging Members by** hosting “member only” coffees and happy hours, and possibly plan a few group outings. Membership will encourage attendance by sending email invites to all members.
- **Reward VIP membership Levels** - Award members who've been in Assistance League of Greater Collin County for 5, 10, and over 15 years. A star will be placed on their badges – red for 5, blue for 10, and gold for 15 and over. This creates a way to continuously recognize members for their loyalty and service. The Membership Chairman will tabulate the years. The hearts will be presented each year at the August
- **Check on members** – Members who have missed two general meetings in a row will be meeting as a way to start the year off with member appreciation. sent a welcoming email by the monthly meeting liaison inquiring about their absences. If absences continue, the VP of Membership will call the absent member to determine why they are not attending and what can be done to bring them back. Committee chairmen should be encouraged to contact all committee members who miss two meetings in a row. Members need to know that they are missed and appreciated. The VP of Membership and the monthly meeting liaison will evaluate the success of this contact based on an increase in attendance.
- **Search for Volunteer and Social Events** - The Membership Committee will research possible volunteer and social events that involve spouses and possibly family members. At least one to two events will be scheduled each year. These events will be identified as we find, approve and organize them. An “End of Year” Event would also be scheduled on or about May 15<sup>th</sup>.
- **Acknowledge a “Volunteer of the Month”** - Each month the member who has the most volunteer hours for the previous month will be recognized at the general meeting. (Board members excluded) This will encourage members to be involved, take leadership positions, and turn in their hours. Once a member has been recognized, they can't be recognized again.
- **Acknowledge members by having a “Spot Light of the Month”** – A member will be chosen to be the Spot Light Member of the month in the Assistance League of Greater Collin County Newsletter. This allows members to share information about themselves to other members and helps us all to get to know one another better.
- **Reward Members** - The member who recruits the most members in a year will be recognized at the May general meeting. This will encourage members to recruit and allow our chapter to show our appreciation of this member for all their efforts. This is also the most effective way to get new members.

MEMBERSHIP COMMITTEE

**STRATEGIC GOALS**

**June 1, 2022 to May 31, 2023**

**Objective One: Develop and implement a comprehensive orientation plan (A)**

- **Maintain the “Fact Sheet”** - Our current one page flyer for prospective members is fluid and will be continuously updated as a means to keep all members and prospective members updated.
- **Maintain Prospective New Member Folders** - Membership will meet with all prospective members when needed and will provide the prospective member a “Prospective Member Folder”. These folders will contain the Assistance League of Greater Collin County Fact Sheet, membership application, current Assistance League of Greater Collin County pamphlet and business card. These folders will be kept at the office and will be continuously updated to be sure all information is current.

**Objective Two: Develop an active recruitment plan (A)**

- **Host a Recruitment Coffee** - A morning Coffee will be held early in the year at the ALGCC Office or possible outside venue.
- **Host a Recruitment Wine and Cheese** - An evening Wine and Cheese event will be held at mid-year at the Assistance League of Greater Collin County office or possible outside venue.
- **Reply immediately to on-line requests** – Respond in to on-line membership requests in a timely manner.
- **Provide Assistance League Business Cards** - Encouraged members to carry Assistance League business cards to pass out to prospective members and to refer them to our website for additional information. Business cards would be available at the office and members will be reminded to hand them out in our monthly newsletters and at regular meetings.
- **Reward Members for Recruitment Efforts** - The member who recruits the most members in a year will be recognized at the May General meeting. This will encourage members to recruit which is the most effective way to get new members.
- **Develop a recruitment video** - The Membership Committee would like to coordinate with Marketing to create an updated “Assistance League of Greater Collin County specific” video to be shown at our recruitment events and possibly post on our website.
- **Post Social Media Recruitment Posts** - The Membership Committee would also like to consider posting to social media sites, such as Next Door, Facebook, and possibly in a local paper for prospective members.

MEMBERSHIP COMMITTEE

**Objective Three: Increase participation in programs and activities (A)**

- **Engaging Members by** hosting “member only” coffees and happy hours, and possibly plan a few group outings. Membership will encourage attendance by sending email invites to all members.
- **Reward VIP membership Levels** - Award members who've been in Assistance League of Greater Collin County for 5, 10, and over 15 years. A star will be placed on their badges – red for 5, blue for 10, and gold for 15 and over. This creates a way to continuously recognize members for their loyalty and service. The Membership Chairman will tabulate the years. The hearts will be presented each year at the August meeting as a way to start the year off with member appreciation.
- **Check on members** – Members who have missed two general meetings in a row will be sent a welcoming email by the monthly meeting liaison inquiring about their absences. If absences continue, the VP of Membership will call the absent member to determine why they are not attending and what can be done to bring them back. Committee chairmen should be encouraged to contact all committee members who miss two meetings in a row. Members need to know that they are missed and appreciated. The VP of Membership and the monthly meeting liaison will evaluate the success of this contact based on an increase in attendance.
- **Search for Volunteer and Social Events** - The Membership Committee will research possible volunteer and social events that involve spouses and possibly family members. At least one to two events will be scheduled each year. These events will be identified as we find, approve and organize them. An “End of Year” Event would also be scheduled on or about May 15<sup>th</sup>.
- **Acknowledge a “Volunteer of the Month”** - Each month the member who has the most volunteer hours for the previous month will be recognized at the general meeting (Board members excluded). This will encourage members to be involved, take leadership positions, and turn in their hours. Once a member has been recognized, they can't be recognized again.
- **Acknowledge members by having a “Spot Light of the Month”** – A member will be chosen to be the Spot Light Member of the month in the Assistance League of Greater Collin County Newsletter. This allows members to share information about themselves to other members and helps us all to get to know one another better.
- **Reward Members** - The member who recruits the most members in a year will be recognized at the May general meeting. This will encourage members to recruit and allow our chapter to show our appreciation of this member for all their efforts. This is also the most effective way to get new members.

## **FINANCE COMMITTEE**

The Finance Committee will organize and oversee Assistance League of Greater Collin County finances.

The Finance Committee will accomplish this critical success factor through the ability to do the following:

- Prepare, monitor and amend annual budgets
- Track budget line items and send to respective committees as needed/requested

During each of the following three years, the Finance Committee will annually demonstrate the delivery of value by measuring the following:

- Accuracy of our budgeting process
- Number of volunteer hours/fundraising efforts needed to support programs

## **STRATEGIC GOALS**

### **June 1, 2020 to May 31, 2021**

Train alternate member in finance (A)

Maintain a balance budget necessary to meet the needs of Assistance League of Greater Collin County and the community it serves (B)

### **June 1, 2021 to May 31, 2022**

Continue to assign alternate member in finance (A)

Maintain a balance budget necessary to meet the needs of Assistance League of Greater Collin County and the community it serves (B)

### **June 1, 2022 to May 31, 2023**

Continue to assign alternate member in finance (A)

Maintain a balance budget necessary to meet the needs of Assistance League of Greater Collin County and the community it serves (B)

## **MARKETING COMMUNICATIONS COMMITTEE**

The Marketing Communications Committee will increase the visibility of the Assistance League of Greater Collin County brand with the goal of increasing name recognition, donations, and membership.

Marketing Communications will accomplish this critical success factor through the following:

- Use of the developed plan to increase external visibility
- Use of philanthropic program outcome data for marketing purposes
- Promoting our chapter through social media including Facebook, Instagram, LinkedIn, and Next door
- Advertising in local print media and online
- Develop potential speaker bureau list
- Creation of video stories
- Maintaining an informative email communication channel with the use of Constant Contact

As a result of developing an involved and active Marketing Communications Committee and developing sustaining relationships with individuals with marketing experience with the Assistance League of Greater Collin County Advisory Council and others in the wider community, the Committee will realize an increased ability to generate and support ideas for marketing Assistance League of Greater Collin County to the greater Collin County community.

During each of the following three years, the Marketing Communications Committee will demonstrate the delivery of value by measuring the following:

- Number of outreach efforts, tracking and reporting on outcomes using Facebook and Instagram analytics determining how many people reached, number of engagements, and local companies who have connected/follow
- Number of advertisements and posts published in print and online, social media platforms
- Number of TV or video stories developed and aired to whom
- Number on the mail distribution list
- Distribution of external newsletter to outside donors and corporations

MARKETING COMMUNICATIONS COMMITTEE

**STRATEGIC GOALS** Build Awareness

**June 1, 2020 to May 31, 2021**

**Website (C)**

- Purchase new stock photos to provide a consistency with our chapter brand
- Keep current with news articles of events and photos
- Update image of GuideStar link to GuideStar updated profile
- Update Operation School Bell® 5 star representing our philanthropic programs: Clothing Supplies, Literacy, Health and Hunger
- Maintain monthly calendar
- Keep membership information current with any changes
- Promote donation page
- Promote events page

**Social Media** including Facebook, Instagram, LinkedIn, Nextdoor, Constant Contact (B)

- Design media campaigns for North Texas Giving Day
  - 10-12 posts promoting on Facebook and Instagram
  - Creation of the use of hashtags for increased visibility
  - Use of #NTxGivingDay for increased visibility
- Design media campaigns for all chapter events
  - Boo Bash Bingo – three campaigns
  - Half Shells Restaurant fundraiser
  - R2S2 clothing donation campaign
  - Jersey Mike's Month of Giving campaign
  - TopGolf event
  - Additional fundraising campaigns as deemed by Resource Development committee
- Design Inspirational Tuesday posts – 2 per month
- Design National Calendar Day posts as they relate to our chapter – two per month
- Member Monday – 1-2 per month
- Re-establish LinkedIn account information and update
- Update North Texas Giving Day site with current chapter information
- Update GuideStar with current chapter information using consistent verbiage across all public channels
- Constant Contact will be kept current and updated with new contacts through promotions and events

**Print Materials (B)**

- Promote National Assistance League® tagline on all banners and print materials
  - Transforming Lives • Strengthening Community
- Promote our chapter brand on all materials when appropriate
  - WE CLOTHE  WE COMFORT  WE CARE
  - Update our chapter newsletter to engage members

## MARKETING COMMUNICATIONS COMMITTEE

- Develop an external newsletter to engage donors and community
  - Distribute January and May
  - Show value to donors and corporate sponsor
- Update our trifold brochure when necessary (needs new brand and tagline)

## **STRATEGIC GOALS** Build Awareness

**June 1, 2020 to May 31, 2021 continued**

### **Corporate Partnerships (B)**

- Continue to build upon lists of businesses National, Dallas, Collin County with links to their philanthropic programs aligned with our 5 star philanthropic programs: Clothing, Literacy, Supplies, Health and Hunger
- Connect with business through social media using appropriate hashtags and posts
- Identify and connect to businesses that give to other nonprofits in our community
- Connect with Local Profile, McKinney online, House warmers of Allen online to promote events and chapter visibility
- Connect through Rotary and Kiwanis Clubs, Plano Chamber
  - In current COVID conditions, connection will be via email and Zoom meetings
  - Provide external newsletter communication
- Consider seeking annual financial donations from corporations that are interested in supporting Assistance League of Greater Collin county as a Corporate Partners at levels to be determined

### **Technology**

- Coordinate with the Technology committee to meet member needs and training for any platforms being used during COVID practices of social distancing i.e. Zoom meetings, Microsoft Teams, Canva design software (C)
- Chair a sub-committee to explore possibilities for continuing financial support by encouraging more member participation in establishing business partnerships (B)

MARKETING COMMUNICATIONS COMMITTEE

**STRATEGIC GOALS** Build Awareness

**June 1, 2021 to May 31, 2022**

Update future goals as progress is made on goals from previous year

Promote North Texas Giving Day campaign (B)

Promote all chapter fundraising events by all means available to us (B) (C)

Continue chapter visibility with increased utilization of website and social media platforms by all members (B)

Encourage members of the Marketing Communications committee to be an integral part of each program with Assistance League of Greater Collin County (C)

Continue to promote and educate on the use of new software platforms such as Canva design software, Microsoft Teams, Zoom (C)

Continue to build awareness internally and externally of the programs offered by Assistance League of Greater Collin County (B)

Maintain online monthly calendar (C)

Maintain current website with updates (C)

Pursue frequent communications and engagement with contributors (B)

Consider seeking annual financial donations from corporations that are interested in supporting Assistance League of Greater Collin county as a Corporate Partners at level to be determined (B)

MARKETING COMMUNICATIONS COMMITTEE

**STRATEGIC GOALS** Build Awareness

**June 1, 2022 to May 31, 2023**

Update future goals as progress is made on goals from previous year

Promote North Texas Giving Day campaign (B)

Promote all chapter fundraising events by all means available to us (B) (C)

Continue chapter visibility with increased utilization of website and social media platforms by all members (B)

Encourage members of the Marketing Communications committee to be an integral part of each program with Assistance League of Greater Collin County (C)

Continue to promote and educate on the use of new software platforms such as Canva design software, Microsoft Teams, Zoom (C)

Continue to build awareness internally and externally of the programs offered by Assistance League of Greater Collin County (B)

Maintain online monthly calendar (C)

Maintain current website with updates (C)

Update, print and disseminate brochures as needed (C)

Pursue frequent communications and engagement with contributors (B)

Continue to seek corporate partnerships with local businesses (B)

## RESOURCE DEVELOPMENT

The Resource Development Committee will raise sufficient funds to maintain and expand current Assistance League of Greater Collin County programs and will raise sufficient funds to meet the operating costs of Assistance League of Greater Collin County.

The Resource Development Committee will accomplish this critical success factor by increasing funding for Assistance League of Greater Collin County to provide enhanced services to the community. This measurement will be taken for each of the following three years and be compared to the average of the past two years.

By partnering and building relationships with current and additional donors, Assistance League of Greater Collin County will realize support for all programs through the ability to achieve the following:

- Continue implementing a fund raising plan to provide financial resources by increasing 5% and reevaluate quarterly.
- Design a program to seek external financial support and contributions through a donor program.
- Encourage endowment contributions and other contributions such as birthday, wedding and memorial gifts.

During each of the following three years, the Resource Development Committee will annually demonstrate delivery of value by 5% by measuring data points from year end reports:

- Implementation of a fundraising plan to provide financial resources
- Philanthropic programs seeking external financial support and contributions
- Endowment contributions, gifts, and other contributions

RESOURCE DEVELOPMENT

**STRATEGIC GOALS**

**June 1, 2020 to May 31, 2021**

Actively involve the membership (90%) in supporting our fund raising activities (A)

Pursue frequent communications and engagement with donors monthly through our newsletter (B)

Identify community resources and develop promotional opportunities (B)

Develop and implement publicity and marketing plans for each event (C)

**June 1, 2021 to May 31, 2022**

Actively involve the membership (90%) in supporting our fund raising activities (A)

Pursue frequent communications and engagement with donors through our newsletter (B)

Identify community resources and develop promotional opportunities (B)

Develop and implement publicity and marketing plans for each event (C)

**June 1, 2022 to May 31, 2023**

Actively involve the membership (90%) in supporting our fund raising activities (A)

Pursue frequent communications and engagement with donors monthly through our newsletter (B)

Identify community resources and develop promotional opportunities (B)

Develop and implement publicity and marketing plans for each event (C)

## **STRATEGIC PLANNING**

The Strategic Planning Committee will create and present to Assistance League of Greater Collin County Board of Directors and the membership a three-year strategic plan for the Greater Collin County chapter.

The Strategic Planning Committee will accomplish this critical success factor through the ability to achieve the following:

- Present a strategic plan framework including vision, mission, and core values
- Develop clearly stated value propositions for all programs and all standing committees
- Measure and evaluate programs and standing committee objectives each year using annual year end reports

As a result of applying critical reasoning, the Strategic Planning Committee influences the performance and viability of the organization. Tangible and intangible benefits will be realized for the chapter aligned around goals and outcomes to meet specific identifiable community needs.

Strategic Planning Committee, together with the Board will evaluate the annual year end reports for measurable outcomes for all philanthropic programs and all standing committees.

## **STRATEGIC GOALS**

### **June 1, 2020 to May 31, 2021**

Use evaluations, update strategic plan with Assistance League of Greater Collin County programs and standing committees chairpersons using a three year rolling plan (C)

Maintain and update information regarding Assistance League of Greater Collin County as Gold status on the GuideStar website (B)

In conjunction with the Membership Committee, conduct a bi-annual survey for members to share information and provide input (C)

### **June 1, 2021 to May 31, 2022**

Use evaluations, update strategic plan with Assistance League of Greater Collin County programs and standing committees chair persons using a three year rolling plan (C)

Maintain and update information regarding Assistance League of Greater Collin County as Gold status on the GuideStar website (B)

STRATEGIC PLAN

**June 1, 2022 to May 31, 2023**

Use evaluations, update strategic plan with Assistance League of Greater Collin County programs and standing committees chairperson to create a new three year rolling strategic plan to be implemented in 2021-2024 (C)

Maintain and update information regarding Assistance League of Greater Collin County as Platinum status on the GuideStar website (B)

In conjunction with the Membership Committee, conduct a bi-annual survey for members to share information and provide input (C)

## **TECHNOLOGY COMMITTEE**

The Technology Committee will determine technology needs of the chapter, educate members in the use of new applications, and support a window to the public for communication and transparency.

The technology Committee will accomplish this critical success factor through the ability to do the following:

- Analyze technology needs for the chapter
- Provide technology training to membership
- Maintain and enhance chapter website
- Ensure records and documents are maintained on secure storage devices
- Maintain computer software, hardware, and multi-media equipment

Tangible and intangible benefits will result in an increased ability to maintain an up to date organization that enables the chapter to perform in a more productive manner.

The Technology Committee will annually demonstrate the delivery of value by measuring the following:

- Technology items are up to date and meet the needs of the membership
- Documents are backed up to secure computer storage
- Membership is trained in technology areas needed
- Website is reviewed and updated in collaboration with President and VP Marketing Communications
- Replacement of technology items are planned and budgeted

TECHNOLOGY COMMITTEE

**STRATEGIC GOALS**

**June 1, 2020 to May 31, 2021**

Support Assistance League of Greater Collin County with technology needs (C)

Support transparency through the use of technology within our community (C)

**June 1, 2021 to May 31, 2022**

Support Assistance League of Greater Collin County with technology needs (C)

Support transparency through the use of technology within our community (C)

**June 1, 2022 to May 31, 2023**

Support Assistance League of Greater Collin County with technology needs (C)

Support transparency through the use of technology within our community (C)

Replace computers and update software as needed (C)

## **GRANTS COMMITTEE**

The Grants Committee will pursue and implement grant applications with companies and organizations in order to raise funds to maintain and expand current Assistance League of Greater Collin County programs.

The Grants Committee will accomplish this critical success factor by increasing funding for Assistance League of Greater Collin County to provide enhanced services to the community. This measurement will be taken for each of the following three years and be compared to the average of the past two years.

By submitting grant applications, Assistance League of Greater Collin County will realize maximum support for all programs through the ability to achieve the following:

- Increased financial resources
- Building relationships and partnering through the grant process for long term financial success for Assistance League of Greater Collin County

During each of the following three years, the Grants Committee will annually demonstrate delivery of value by measurement of the following:

- Financial dollars contributed through grant awards
- Maintain documentation of the grant process using spreadsheet that will show the status of the grant

GRANTS COMMITTEE

**STRATEGIC GOALS**

**June 1, 2020 to May 31, 2021**

Retain current companies and foundations that awarded grants to Assistance League of Greater Collin County in the past years (B)

Investigate new grant possibilities from foundations and companies that support community members in need in Collin County (B)

Pursue community service organizations in Greater Collin County (B)

**June 1, 2021 to May 31, 2022**

Retain current companies and foundations that awarded grants to Assistance League of Greater Collin County in the past years (B)

Investigate new grant possibilities from foundations and companies that support community members in need in Collin County (B)

Pursue community service organizations in Greater Collin County (B)

**June 1, 2022 to May 31, 2023**

Retain current companies and foundations that awarded grants to Assistance League of Greater Collin County in the past years (B)

Investigate new grant possibilities from foundations and companies that support community members in need in Collin County (B)

Pursue community service organizations in Greater Collin County (B)

## **ASSISTEENS**

Assisteens, an auxiliary of Assistance League of Greater Collin County, will provide an opportunity for 7<sup>th</sup> through 12<sup>th</sup> graders to earn volunteer hours and learn leadership skills.

The auxiliary will achieve this critical success factor through an ability to do the following:

- Maintain their membership at or above 12 members
- Provide volunteer opportunities throughout the year
- Encourage members to be responsible leaders

By maintaining an active membership participating in volunteer opportunities, this auxiliary will increase the positive impact Assistance League of Greater Collin County has on the community.

### **Strategic goals**

#### **June 1, 2020 to May 31, 2021**

Maintain active membership (A)

Increase awareness of Assistance League of Greater Collin County and Assisteens through social media outlets and external communications (A)

Maintain assigned Adopt A Highway community program (B)

#### **June 1, 2021 to May 31, 2022**

Maintain active membership (A)

Increase awareness of Assistance League of Greater Collin County and Assisteens through social media outlets and external communications (A)

Maintain assigned Adopt A Highway community program (B)

#### **June 1, 2022 to May 31, 2023**

Maintain active membership (A)

Increase awareness of Assistance League of Greater Collin County and Assisteens through social media outlets and external communications (A)

Maintain assigned Adopt A Highway community program (B)

## **BYLAWS COMMITTEE**

The Bylaws Committee will ensure that the chapter bylaws and standing rules are kept in compliance with National requirements along with supporting the chapter's needs.

The Bylaws Committee will accomplish this critical success factor through the ability to do the following:

- Ensure that the chapter has up-to-date bylaws and standing rules documents available to membership.
- Study the bylaws and standing rules and prepare recommended amendments for vote of the board and membership.

### **Strategic Goals**

#### **June 1, 2020 to May 31, 2021**

Apply all Assistance League of Greater Collin County template changes to bylaws and standing rules as needed (A)

Inform membership of template changes within 30 days of notification (A)

Ensure that the bylaws and standing rules are kept current on the chapter website (A)

Educate members on the content of the bylaws and standing rules at regular meetings in collaboration with the Education Committee Chairman (A)

Ensure that bylaws and standing rules are presented to new members during their orientation (A)

Present at Board Training a review of the bylaws and standing rules (A)

#### **June 1, 2021 to May 31, 2022**

Apply all Assistance League of Greater Collin County template changes to bylaws and standing rules as needed (A)

Inform membership of template changes within 30 days of notification (A)

Ensure that the bylaws and standing rules are kept current on the chapter website (A)

Educate members on the content of the bylaws and standing rules at regular meetings in collaboration with the Education Committee Chairman (A)

Ensure that bylaws and standing rules are presented to new members during their orientation (A)

Present at Board Training a review of the bylaws and standing rules (A)

BYLAWS COMMITTEE

**Strategic Goals**

**June 1, 2022 to May 31, 2023**

Apply all Assistance League template changes to bylaws and standing rules as needed (A)

Inform membership of template changes within 30 days of notification (A)

Ensure that the bylaws and standing rules are kept current on the chapter website (A)

Educate members on the content of the bylaws and standing rules at regular meetings in collaboration with the Education Committee Chairman (A)

Ensure that bylaws and standing rules are presented to new members during their orientation (A)

Present at Board Training a review of the bylaws and standing rules (A)

## **OFFICE MANAGEMENT COMMITTEE**

The Office Management Committee is responsible for coordinating and streamlining the use of the chapter office space.

The Office Management Committee will accomplish this critical success factor through the ability to do the following:

- All building codes are adhered to
- Security measures are implemented by membership
- Provide ample space for philanthropic programs needs

During each of the following three years, the Office Management Committee will annually demonstrate the delivery of value by measuring the following:

- Building code violations
- Security alarm violations

## **Strategic Goals**

### **June 1, 2020 to May 31, 2021**

Ensure that the office is clean and has inviting atmosphere for all volunteers (C)

### **June 1, 2021 to May 31, 2022**

Ensure that the office is clean and has inviting atmosphere for all volunteers (C)

### **June 1, 2022 to May 31, 2023**

Ensure that the office is clean and has inviting atmosphere for all volunteers (C)