

## ASSISTANCE LEAGUE® OF FULLERTON STRATEGIC PLAN 2020- 2025 Strategic Plan

### Mission

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

**Alternative:** Assistance League volunteers transforming the lives of children and adults through community programs.

### Vision

Essential needs are met in our community and families flourish.

### Values

Commitment

Leadership

Ethics

Accountability

Respect

### Goals

**Goal 1: Manage Finances and Financial Accountability**

**Goal 2: Operate Meaningful Philanthropic Programs**

**Goal 3: Recruit and Sustain an Informed and Engaged Membership.**

**Goal 4: Public Awareness of our Philanthropic Programs.**

### Strategies

#### Goal 1:

- Optimize Thrift Store cash register procedure.
- Inform committee and chairmen of their budget status.

#### Goal 2:

- Meet with clients yearly to ensure their needs are met.
- Keep statistics on people served.
- Be open to new opportunities.
- Inform membership of program effectiveness.

#### Goal 3:

- Establish a new member mentor program.
- Use social and traditional media for contacting potential and current membership.
- Establish a culture of service through friendship and fun.

#### Goal 4:

- Utilize PR/Marketing Committee to showcase Assistance League Philanthropic Programs.
- Seek credit for our philanthropic programs.
- Establish ties with local businesses.
- Develop products for recognition of Assistance League® of Fullerton Chapter.