

STRATEGIC PLANNING ONE-PAGE PLAN FORMAT

2021 - 2025 Strategic Plan

Mission

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: COMMIT to building a strong organization that is responsive to the changing needs of the community.

Goal 2: EDUCATE and build the capacity of all member volunteers through mentorship, training and innovative technology tools for chapter longevity.

Goal 3: SERVE the children and adults within our community through philanthropies, outreach programs, literacy initiatives, and local partnerships.

Goal 4: SUPPORT and promote fiscal and ethical responsibility, increased membership, grant and funding sources, and expanded services.

Goal 5: LEAD with a culture of inclusive membership and fellowship, strategic planning, support of Assisteens, and effective community connections.

Strategies

Goal 1: COMMIT

- Pledge active participation in all aspects of chapter membership.
- Ensure direct community involvement.
- Address essential clothing, hunger, health, literacy, and supply needs within the community.
- Create conditions to support chapter growth, flexibility and change.

Goal 2: EDUCATE

- Provide mentorship to all members.
- Clarify roles and responsibilities within the organization.
- Expand training models and education programs for the Board, Advisory Council, Chairs, Committees and member volunteers.
- Offer technology support and training.

Goal 3: SERVE

- Identify and prioritize programs for at-risk children and adults.
- Deepen increased philanthropic reach of the Operation School Bell program.
- Encourage joint responsibility to fundraising and philanthropic efforts.
- Pursue and expand local and national partnerships.

Goal 4: SUPPORT

- Empower members with regular and effective communications.
- Promote fiduciary duties.
- Target potential resources for chapter revenue development.
- Explore new ways to increase member recruitment and retention.

Goal 5: LEAD

- Advocate for a culture of inclusivity.
- Broaden opportunities to connect and share best practices.
- Develop, manage, and monitor a strategic plan tied to the mission.
- Seek solutions to meet emerging community and chapter needs.

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“Transforming Lives • Strengthening Community”