



Seattle

# STRATEGIC PLAN 2020-23

## Vision

Essential needs are met in our community and families flourish.

## Mission

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

## Values

We embrace the following core values in our work in the community:

Commitment  
Service  
Learning  
Integrity  
Empowerment

Our motto: Empowering students by removing barriers to education.

## Goals

### RETAIN AND ENGAGE MEMBERSHIP

- Increase member involvement
- Mentor new members
- Work toward attracting a more diverse membership
- Create succession plan for leadership

### COMMUNICATION

- Improve communications with members
- Improve communications with community
- Improve communications with donors

### ADVISORY COUNCIL

- Recruit group of professionals that can provide council and guidance to increase the awareness of Assistance League of Seattle
- Take advantage of expertise that can guide the chapter moving forward

### CREATE NEW REVENUE STREAMS

- Maximize the use of the Thrift Store, Annex and Garage
- Expand online sales
- Explore additional fundraising opportunities

## STRATEGIES TO ACCOMPLISH GOALS

### MEMBERSHIP

- Develop ongoing training programs for current members
- One on one mentor for first year for new members
- Work on updating language to ensure sensitivity and inclusiveness to community we serve
- Find volunteer coordinators to help schedule and coordinate member opportunities
- Create calendar of committee workshops/meetings
- Encourage members to participate 4 hours/month
- Utilize survey to better match members with areas of interest

### COMMUNICATION

- Create calendar of committees, workshops, meetings, volunteer opportunities
- Increase social media presence
- Increase use of our website
- Create community newsletter
- Increase communication with donors
- Communicate open positions within organization
- Create a donor database

### ADVISORY COUNCIL

- Define who we need on the council based on the goals of the chapter
- Recruit members including: attorney, media person, contractor/architect, finance, etc.
- Establish meeting times and board member involvement
- Create expectations of Council

### CREATE NEW REVENUE STREAMS

- Use Thrift Shop for current and quality goods
- Use Annex as pop-up, selling to the trade
- Use garage as clearance
- Expand on-line sales/ sources
- Create committee to explore additional fundraising opportunities