



## ASSISTANCE LEAGUE OF METRO COLUMBUS STRATEGIC PLAN 2017 - 2018

**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:**

The Assistance League of Metro Columbus has a rich history of supporting the gifts and talents of the volunteers engaged in philanthropic service to their communities and embraces the following values:

**Commitment** – To provide compassionate and caring services to individuals in our community.

**Leadership** – to respond professionally, ethically and with sensitivity to individual needs.

**Ethics** – To act with integrity and authenticity in all communications and actions.

**Accountability** – To demonstrate fiscal and personal responsibility.

**Respect** – To show appreciation and consideration of others.

### **Short Term Goals**

#### **1. Increase engagement of current members and continue to reach out to new members.**

##### Strategies:

- Invite the people we meet through the Speakers Bureau and Chamber of Commerce to join the chapter.
- Continue to educate current and new members on the needs of the chapter, its philanthropic programs, the importance of fundraising and how they as individuals can utilize their time, talents and resources.
- Offer Membership Coffees and one-on-one conversations with prospective members.

##### Measurements:

- Track number of new members as a result of Speakers Bureau, Membership Coffees and other means.
- Track increase in member participation of chapter programs.

#### **2. Establish "continuing education" as a means of growing the organization.**

##### Strategies:

- Provide activities geared towards increasing members' knowledge of and participation in the chapter on all levels (i.e. volunteer hours, committee work, fundraising).

##### Measurement:

- Members will be able to effectively communicate with others about the chapter and its programs (Mission Statement, programs, fundraising events).

## Long Term Goals

### **1. Implement annual internal and external evaluations of programs to ensure we are effectively accomplishing our mission.**

#### Strategies:

- Continue annual surveys to both the Assistance League membership and recipients of programs and services to provide feedback and to determine chapter impact.
- Research new and creative opportunities in the community for members to volunteers.

#### Measurements:

- Redefine current programs and/or new program based on annual review and survey results.
- Track increase in outside volunteer hours.

### **2. Grow chapter finances by finding outside sources for funding.**

#### Strategies:

- Research, prepare and submit grant applications to supplement current program funding.
- Research and request in-kind donations to help support the needs of chapter programs.
- Research and request corporate sponsorships to help defray costs of chapter fundraising events.

#### Measurements:

- Track the amounts received from outside sources as a result of grants, sponsorships and in-kind donations.

### **3. Grow Assistance League in terms of community awareness.**

#### Strategies:

- Continue Speakers Bureau presentations to community organizations to increase awareness of the organization, what we do for the community, and how they can help the chapter.
- Attend Chamber of Commerce events and network with their members.
- Publicize events/activities through outside and social media.
- Participate in community events, e.g. Worthington Market Days, Clintonville Woman's Club Bazaar, etc.

#### Measurements:

- Track increase in membership as a result of presentations.
- Track increase in donations - monetary and in-kind support of programs.
- Track increase in number of volunteers to programs.