



2018 -2019 Strategic Plan

Mission

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

Vision

Essential needs are met in our community and families flourish.

Values

Commitment Provide compassionate, caring services to individuals in our community.

Leadership Respond professionally, ethically and with sensitivity to individual needs.

Ethics Act with integrity and authenticity in all communications and actions.

Accountability Demonstrate fiscal and personal responsibility.

Respect Show appreciation and consideration of others.

Goals

Goal 1: Increase engagement of current members, and continue to reach out to new members.

Goal 2: Grow chapter's financial stability by finding outside sources for funding.

Goal 3: Grow chapter in terms of community awareness.

Strategies

Goal 1:

- Establish continuing education as a means of increasing members' knowledge of and participation in the chapter on all levels (volunteer hours, committee work, fundraising projects.)
- Prepare, distribute "Getting to Know You" survey of members.
- Develop professional development opportunities for chapter's leadership.

Goal 2:

- Research and submit grant applications
- Research and seek corporate sponsorships and in-kind donations.

Goal 3:

- Establish partnerships with like-minded organizations.
- Survey recipients of programs and services to determine impact, improve services when needed, and to determine additional unmet needs.