



STRATEGIC PLAN 2018-2020

MISSION

Assistance League of San Luis Obispo County volunteers transforming the lives of children and adults through community programs

VISION

Essential needs are met in our community and families flourish

VALUES

Commitment, Ethics, Accountability, Respect, Leadership, Fellowship

GOALS

Goal 1: To increase and retain active and involved members

Goal 2: To encourage members to become leaders of the chapter

Goal 3: To maintain, increase, and routinely evaluate the chapter's fundraising activities which support its philanthropic programs

Goal 4: To maintain, evaluate and research current and potential philanthropic programs of the chapter

Goal 5: To increase the visibility of the chapter and continue outreach and marketing efforts

Goal 6: Develop and implement a Technology Committee to advance the chapter's technological capabilities

Goal 7: To maintain the chapter's records

Approved by Board of Directors: 3/12/18

Approved by Membership: 4/23/18

Amended by Board of Directors: 8/13/18

Amended by Membership: 8/27/18

STRATEGIES

Goal 1:

- Attract new members to the chapter: voting and nonvoting
- Actively and continually pursue and retain business members
- Educate, inspire and strengthen membership base
- Continue annual Membership Drive

Goal 2:

- Identify and utilize unique skills of membership
- Promote and provide leadership opportunities
- Mentor members to become future Board members
- Provide educational opportunities

Goal 3:

- Continue to develop and increase attendance and sponsorships in order to promote visibility and community involvement in the chapter's fundraising events
- Continue and re-evaluate the direct mail fundraiser
- Operate a chapter Thrift Store throughout the year to support the chapter and its philanthropic programs
- Identify and develop grant opportunities
- Maintain "Platinum" status through GuideStar to increase potential grant and donor opportunities
- Continually develop donor relations and pursue ways of acknowledging and/or recognizing major donors of the chapter

Goal 4:

- Continue Operation School Bell, and its sub-programs: Operation Bookshelf and Operation School Supply
- Continue supplying dental hygiene kits for Operation School Bell clients
- Continue "as funded" the Collaboration program
- Adopt and continue a Sibling Book Program
- Continue Community Outreach Program
- Continue to research and develop potential new philanthropic programs
- Evaluate each philanthropic program annually to ensure efficiencies in their operations and to ensure that the chapter is utilizing our donors' and grantors' funds to their maximum benefit

Goal 5:

- Continue to increase awareness of the chapter in San Luis Obispo County
- Maintain the chapter's printed materials in compliance with national organization's graphic standards
- Continue to increase public speaking engagements
- Continue to publish an Annual Report for distribution to donors, grantors, sponsors and the community
- Continue to utilize an Advisory Council
- Maintain and enhance chapter website and social media to support chapter goals

Goal 6:

- Implement an Operation School Bell event scheduling tool
- Evaluate Thrift Store online Scheduling Calendar for volunteers
- Review and update chapter website
- Social media expansion for chapter and Thrift Store
- Research and develop online chapter information portal

Goal 7:

- Board members and committee chairmen are to be responsible for maintaining and providing procedure manuals and timelines
- Maintain historical notebooks and current activities and events to be shared with subsequent committee and Board members
- Continue to maintain database of Operation School Bell clients and school information for inclusion in the chapter's Annual Report
- Maintain the reporting of members' roster and dues to National Assistance League
- Insure Cyber security and pursue electronic data storage for chapter