

## Strategic Goal-Community

Maximize our League's community impact by directing our resources to target area.

### Priority 1: Educate membership about target area.

Activities for Priority 1:	Who	Measurement
1. Conduct frequent community events.	Community Council, CRPD, Public Affairs, Training	Events scheduled
2. Use League resources to regularly inform members of project status and success.	Community and Training and Communications Councils	*suggested internet survey-Survey Monkey
3. Utilize community leaders within target area to educate membership.	Board, Community and Training and Communications Councils	Events scheduled, LINK articles
4. Use physical sites of projects to host meetings/seminars/training.	Board, Community Council, Training, Team Captains, CRPD	Same
5. Review and evaluate grant processes and the legacy fund gift process.	Board, Community Council, Community Funding	Increase the size of the fund

**Priority 2: Identify, implement, and evaluate compelling community projects.**

Activities for Priority 2:	Who	Measurement
1. Strengthen communication with target area sources, agencies, and elected officials.	Board, Community Council, CRPD, Community Advisors, Community Funding, Public Affairs	Increase in potential sources Feedback
2. Create and/or strengthen partnerships with community agencies or signature projects.	Same	Additional project opportunities, opportunities for speakers, placements
3. Identify and allocate funding to community agencies.	Board, Community Council, Community Funding	Increased funding
4. Conduct formal in-League evaluation of existing projects.	Community Advisors, Community and Planning Council, Project Guide	Survey

**Priority 3: Expand membership commitment to community placements.**

Activities for Priority 3:	Who	Measurement
1. Continue development of strong community project/placement teams.	CRPD, Project Guide, Placement, Team Captains	Have at least 50% of membership placed in community placements; strive to increase number each year.
2. Enhance membership recognition of community volunteers.	Board, Placement, Training and Communications Council, Team Captains	Volunteers recognized
3. Continue recognition award to non-League community advocate.	Board, Nominating, Public Affairs	Award/nomination given
4. Regularly spotlight project/placements using League communication resources.	eLINK, LINK, GMM, JLR Website	Articles written/Publications received

**Priority 4: Collaborate with other organizations on targeted projects.**

Activities for Priority 4:	Who	Measurement
1. Enhance relationships with existing agencies/partnerships.	Board, CRPD, Membership Council, Placement, Project Guide	Increased service to community projects, training opportunities, recognition, awards
2. Explore new relationships with community sources that focus on at-risk youth.	CRPD, Public Affairs	Survey

## Strategic Goal: Financial

### Strengthen the financial position of the Junior League of Raleigh

#### Priority 1: Educate all members and the public about JLR's financial position and fundraisers.

Activities for Priority 1:	Who	Measurement
1. Utilize communication tools to educate members and the community	Board, Funding Council, PR, Development Director (staff) eLINK, LINK, Website	Articles written/publication received
2. Develop and utilize library of fundraising aides	All Councils, Development Director	Library established
3. Provide financial and fundraising training for members	Board, Funding, Training and Communications Council, Staff	Events scheduled/articles written
4. Write and publish Annual Report on JLR website (with possible exception of 2010-Inaugural Ball year.)	Past President	Publish report on JLR website
5. Continue to enhance and utilize fundraising database	Fundraiser chairs, Staff	Increased information and use

**Priority 2: Increase funds through collaborative efforts of leadership for fundraisers, direct and in-kind contributions, and grants.**

Activities for Priority 2:	Who	Measurement
1. Continue to enhance and execute Strategic Funding Plan <ul style="list-style-type: none"> <li>• Continue to work toward successful completion of the Capital Campaign</li> <li>• Strengthen Endowment Program</li> <li>• Strengthen Annual Fund</li> <li>• Increase corporate and foundation giving</li> </ul>	Board, Funding Council, Staff	Increased giving
2. Identify new and evaluate existing fundraisers	Funding and Planning Councils	Reports completed
3. Plan for 2009 NC Governor’s Inaugural Ball	Board, Event Team	Timeline established
4. Investigate prospective sponsorships	Board, Funding Council, Staff	Increased sponsorships

## Strategic Goal: Membership

### Increase member satisfaction

#### Priority 1: Provide quality, flexible and rewarding volunteer opportunities to our members.

Activities for Priority 1:	Who	Measurement
1. Offer quality, flexible, goal-oriented placements	CRPD, MDC, Placement	Survey
2. Continue team approach in designing placements	Same	Same
3. Highlight Placement opportunities and recognize volunteers	Same	Same
4. Evaluate placements.	Placement, Project Guide, Team Captains	Same

#### Priority 2: Provide engaging and timely General Membership Meetings for our members.

Activities for Priority 2:	Who	Measurement
1. Continue to hold socials before/after GMMs.	MAL, Membership Council	Events scheduled/attendance
2. Encourage attendance by publicizing the location/time of GMMs in a timely fashion, in the Spring, if possible. Also, publicize using eLINK, LINK, and Website.	Arrangements, Board, Membership, Training and Communications Councils	Calendar published and distributed
3. Continue the practice of giveaways for members.	Same	Giveaways in hand

**Priority 3: Fully utilize all Communication tools within the League.**

Activities for Priority 3:	Who	Measurement
1. Encourage members to utilize the JLR website to gather timely updates and information.	All Councils, Board	Surveys, increased use and website hits
2. Promote the publication of the eLINK to all members. Encourage leadership to address ALL levels of membership when submitting information for publication/distribution.	Same	Articles written
3. Provide multiple opportunities for members to give feedback to leadership on JLR activities and direction.	Same	Survey, MAL, small group meetings, website interaction
4. Make use of the JLR website for members to sign up for SPREE! shifts.	Shopping Spree! team, Training and Communications Council, web mistress	Increased electronic sign-ups

**Priority 4: Continue to focus on Membership Appreciation.**

Activities for Priority 4:	Who	Measurement
1. Regularly use the LINK, eLINK and JLR website to highlight/recognize individual JLR leaders, successful projects and community leaders.	All Councils, Board	Articles written/publications received
2. Continue member recognition at GMMs	Board	Award given
3. Seek public recognition of JLR volunteers, placements, projects and initiatives.	All Councils, Board, Nominating, PR	Recognition given
4. Explore the possibility of hosting a Springtime social event for members.	All Councils, Board	Satisfactory membership attendance
5. Appreciate broader audience/family/support system of JLR members Investigate a family event-picnic, Kings Dominion etc.	Same	Same
6. Continue/expand Team TLC to serve members in a time of need or celebration. Possibly to serve all levels of membership within JLR.	Membership Council	Increase of members served
7. Conduct meetings for shared interests.	All Councils, Board, JLR Membership	Satisfactory membership attendance

**Priority 5: Increase the average length of time a JLR member remains active to a minimum of 5 years.**

Activities for Priority 5:	Who	Measurement
1. Encourage/educate members in the value of remaining active and serving the JLR and community.	All Councils, Board	Increased in membership tenure
2. Thoroughly introduce new and prospective members to the JLR and welcome them in all aspects.	Membership Council	Events held
3. Provide regular communication and education directed particularly to members new to JLR.	Membership Council- specifically MDC and Transfer teams	Information written and conveyed
4. Make regular contact with Members on Leave.	Board, MAL, Placement	Members contacted
5. Investigate ways to identify and reach out to “at risk” members.	Membership Council	Same
6. Re-engage members who may have resigned JLR to gauge interest in possible reinstatement to membership.	Board, Membership Council	Same

**Priority 6: Recognize Sustainers as valued members of our organization.**

Activities for Priority 6:	Who	Measurement
1. Encourage Sustainers to attend a GMM	All Councils, Board	Increased Sustainer attendance
2. Continue to host events targeted toward Sustainers	Same	Events held
3. Publicize Sustainer events using all JLR communications tools.	All Councils, Board, eLINK, LINK, Website	

## Strategic Goal-Outreach

**Use more diverse approaches in our service to the community and for our membership.**

**Priority 1: Develop and enhance relationships with diverse organizations to ensure reflection of diversity in the community.**

Activities for Priority 1:	Who	Measurement
1. Network and collaborate with organizations having similar goals and interests.	All Councils, Board, Community Advisors, JLR Membership	Increase in collaborations
2. Develop project and community collaborations.	Board, CRPD, Project Guide	Same

**Priority 2: Expand prospective member outreach.**

Activities for Priority 2:	Who	Measurement
1. Encourage own membership to recruit new members.	All Councils, Board, JLR Membership	Full Provisional class (125 members)
2. Undertake projects and collaborations with a variety of community organizations.	Same	Increase in collaborations
3. Seek opportunities with other organizations to promote the JLR.	Same	Increased opportunities
4. Explore new ways to attract, accommodate and retain diverse group of members.	Same	Same

## Strategic Goal-Public Relations

**Increase awareness and recognition of the JLR in the Wake County community.**

**Priority 1: Broaden JLR’s visibility in Wake County.**

Activities for Priority 1:	Who	Measurement
1. Share training and expertise with other nonprofit organizations.	Community and Training and Communications Councils, TCOB	Events scheduled
2. Seek opportunities for members to serve on local and statewide boards and commissions.	Nominating	Members placed/trained
3. Develop and implement League-wide Plan for all JLR related and supported activities/events.	PR, Team Captains	Plan implemented
4. Seek opportunities for public recognition of JLR, projects and members.	Nominating, Team Captains	Volunteers recognized
5. Provide ongoing exchanges with community leaders, organizations and media.	Board, Community Council	Events scheduled
6. Encourage JLR members to identify themselves as such.	JLR Membership	Increased visibility

**Priority 2: Position JLR’s mission positively in the community.**

Activities for Priority 2:	Who	Measurement
1. Develop and implement PR plan.	Board, PR	Plan created
2. Develop and provide educational materials (press kit) about JLR to community leaders and organizations, as well as internal use.	Community Council, PR	Kits created

**Priority 3: Heighten JLR’s recognition with the Wake County community, statewide and with AJLI.**

<u>Activities for Priority 3:</u>	<u>Who</u>	<u>Measurement</u>
1. Identify sources/resources for recognition for JLR.	Board, Nominating	Increased applications
2. Annually evaluate and apply for recognitions.	Nominating	Same
3. Communicate recognitions received to membership and the Wake County community.	Board, Community Council, Nominating, Training and Communications Council	Articles written

## Strategic Goal-Training

**Provide opportunities for volunteer development and personal growth.**

**Priority 1: Provide high quality training to our membership.**

Activities for Priority 1:	Who	Measurement
1. Provide training opportunities at General Membership Meetings, including small group meetings.	Training and Communications Council	Events scheduled
2. Provide personal enrichment opportunities to all JLR members.	Same	Same
3. Identify and utilize JLR members as potential training resources to provide JLR education, training and enrichment opportunities.	Same	Same
4. Provide training to all team members as relevant to their placement.	Board, Team Captains, Training	Training scheduled and attended

**Priority 2: Strengthen members' awareness and understanding of JLR training as related to the JLR mission statement.**

Activities for Priority 2:	Who	Measurement
2. Utilize all JLR communication tools to inform members about training opportunities.	Training and Communications Council	Articles written
3. Develop and utilize the JLR database of members' skills, interests, and prior training.	Nominating, Training and Communications Council, PR	Survey

**Priority 3: Provide leadership-training opportunities for our members.**

Activities for Priority 3:	Who	Measurement
1. Market JLR members' skills to the community using information sheets containing selected topics from the database.	PR, Nominating	Database created/shared
2. Pursue the development of a formal Leadership Development Program for JLR members.	*Suggested Ad Hoc Team	Event scheduled

**Priority 4: Provide leadership and training opportunities to the non-profit community.**

Activities for Priority 4:	Who	Measurement
1. Develop and provide training needs assessment of the non-profit community.	Community Council	Survey
2. Provide training specific to needs as determined by activity 1.	Training, TCOB	Events scheduled
3. Encourage and provide JLR members to non-profits as Board and commission members.	Nominating	Members placed

## Strategic Goal-Community Leadership Center

**Maximize our League's community impact by establishing a Community Leadership Center.**

**Priority 1: Provide a facility that meets the needs of the JLR membership.**

Activities for Priority 1:	Who	Measurement
1. Educate membership on the use of the Community Leadership Center.	Board, All Councils	Events scheduled, small group meetings, publications, website
2. Celebrate the success of ownership of the Community Leadership Center with the JLR membership.	Same	Same
3. Educate JLR membership on the use and opportunities available with the Community Leadership Center.	Same	Same

**Priority 2: Provide a facility that meets the needs of the non-profit community and target area sources.**

Activities for Priority 2:	Who	Measurement
1. Educate non-profit community on the use of the Community Leadership Center.	Board, All Councils, Community Advisors	Events Scheduled, publications
2. Celebrate the success of ownership of the Community Leadership Center with the non-profit community.		
3. Educate the non-profit community on the use and opportunities available with the Community Leadership Center.	Same	Same

## **Revision History**

Version:

Date:

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Description of Changes: