

OUR MISSION

The Junior League of Raleigh has a mission to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

OUR UNIQUE VALUE PROPOSITION

The Junior League of Raleigh purposefully intersects community service, leadership development and connection building. To preserve its legacy of generating leaders who make a meaningful impact in our community, our organization continues to expand with members who believe in this sentiment.

OUR PRINCIPLES

COLLABORATION: We believe lasting societal change is achieved through both unity and respectful opposition. Living the value of collaboration inspires us to accomplish more together.

COMMUNITY: We believe a strong sense of community is essential to human well-being. Living the value of community provides a foundation of inclusion, which allows us to make a greater impact on the world around us.

DIVERSITY: The Junior League welcomes all who value our Mission. We are committed to sharing inclusive and welcoming environments of diverse individuals, organizations and communities. We acknowledge that diversity includes race, gender, age, orientation, and any other differentiator that exists among human beings.

EMPOWERMENT: We believe that the empowerment of women is a necessary requirement to create positive, lasting societal change.

LEADERSHIP: We believe in the unique power of women's leadership abilities to transform communities for the better. Living the value of leadership allows us to make a collective difference.

RESPECT: We believe respect is a fundamental human right, and everyone should be accepted for who they are, even when they are different from us, or we do not agree with them.

SERVICE: We believe it is through service that we build relationships with others. Service is the lens through which we decide how we will invest our time and resources. Living the value of service empowers us as catalysts for lasting community change.

GOAL 1: MEMBER ENGAGEMENT

Streamline internal processes and procedures to encourage member retention, participation, and engagement.

STRATEGIES:

- Implement best practices annually based on feedback provided in member surveys
- Obtain regular input from members regarding training topics and networking ideas
- Promote the utilization of technology options for meetings/programs/events

MEASURES:

- Grow and maintain Active membership by 10%, and grow Provisional class by 12% year-over-year
- Increase member attendance at trainings and events by 10% year-over-year
- Host at least 25% of meetings/programs/events using a hybrid model each year

GOAL 2: DIVERSITY RESPONSIBILITY

Foster a climate that embraces diversity, fosters equity, promotes inclusion, and increases the sense of belonging within the League.

STRATEGIES:

- Modernize techniques for increasing diversity in the League
- Continue affinity group development and determine relevance/need
- Develop method for collecting member demographics and promote member buy-in

MEASURES:

- Recruit at least 25% of Provisionals and Transfers who identify as diverse in race, age, religion, and/or orientation each year
- Increase percentage of members responding that they feel connected within the League by 15% by 2026
- Capture 75% of Active member demographic data by 2026

GOAL 3: COMMUNITY ENGAGEMENT

Increase our community impact through partnerships and opportunities that address the needs within our service area.

STRATEGIES:

- Review annual Wake County needs assessment to establish partnerships and determine opportunities in the community
- Ensure community programs align with and support the League's mission and unique value proposition
- Promote Quick Impact services to increase visibility in the community and use of JLR volunteers

MEASURES:

- Evaluate partnerships and programs and make strategic adjustments by $\pm 1-2$ each year
- Increase number of members on community teams by 10% by 2026
- Increase number of unique requesters for Quick Impact volunteers by 25% by 2026

GOAL 4: FISCAL RESPONSIBILITY

Operate the League in a fiscally responsible manner to enable continued member development and increased community impact.

STRATEGIES:

- Review funding portfolio to ensure positive return-on-investment for the organization and community placements
- Actively promote a variety of methods for donating to our organization (annual fund, planned giving, etc.)
- Expand CCL advertising to increase visibility as an essential community resource

MEASURES:

- Increase funds dedicated to community grants/teams, excluding Backpack Buddies, by 25% by 2026
- Grow Annual Fund donations by 10% year-over-year
- Increase building short-term/room rental income by 20% by 2026