

STRATEGIC PLAN 2017 - 2021

Mission

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

Vision

Essential needs are met in our community and families flourish.

Values

Commitment to community service
Compassion for those in need
Respect for those we serve
Accountability to use resources effectively
Appreciation for varied abilities and talents of members

Goals

- Goal 1: Develop and implement philanthropic programs to meet the needs of the community**
- Goal 2: Recruit and retain supportive members**
- Goal 3: Increase recognition of Assistance League Glendale's contributions to the community**
- Goal 4: Maintain financial stability**

Strategies

Goal 1: Philanthropic Programs

- Continuously evaluate current programs for effectiveness of service
- Plan and implement revisions to current programs to better use of chapter resources
- Increase Chapter's return to the community

Goal 2: Supportive Members

- Develop and implement ways to make membership more inclusive
- Increase total membership by 2% per year
- Develop and implement strategies for members to have greater choice in commitments
- Educate and support members in chapter activities
- Provide opportunities for members to form close friendships
- Develop and implement opportunities for community volunteers

Goal 3: Recognition in the Community

- Expand marketing and communications
- Increase community participation

Goal 4: Financial Stability

- Maintain full compliance with Assistance League Policies and government regulations
- Prepare, implement and monitor financial plans
- Expand fundraising effort to increase financial support from the community
- Manage and maintain assets