

## **2021 – 2022 Annual Plan of the STRATEGIC PLAN**

### **OUR MISSION**

The Junior League of Fayetteville is an organization of women committed to promoting voluntarism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers.

### **VISION**

Our community maximized opportunities for all through the leadership of women.

### **VALUES**

The JL of Fayetteville is guided by the following values:

- A membership that is inclusive of all women who believe in the importance of women's civic leadership.
- The power of collaboration across all sectors to create sustainable and thriving communities.
- The significance of women exercising leadership widely and broadly throughout the community.
- A League environment that encourages diversity of opinion and supports multigenerational engagement.

### **COMMITMENT TO DIVERSITY & INCLUSION**

The Junior League welcomes all women who value our mission. We are committed to inclusive environments of diverse individuals, organizations and communities.

### **FOCUS STATEMENT**

The Junior League of Fayetteville will strive to assist in the prevention of homelessness, food insecurity, and related concerns affecting children and families in our communities.



# **JUNIOR LEAGUE OF FAYETTEVILLE**

# PROGRAM OBJECTIVES--MEMBERSHIP BRANCH

## Membership: Key Elements of Concern—-Recruitment, Retention and Participation

Recruitment Goal: JLF will increase active membership by 15%	Retention Goal: JLF will retain 90% of members with less than and greater than 5 years of service, as well as provisional members.	Participation Goal: GMMs will include member training
<p><i>Promote with organizations such as College Campus, student activities, student engagement, Fayetteville Area Convention and Visitors Bureau, area grocery stores (Compare Foods), etc.</i></p>	<p>Action steps: committee chairs will act as mentors to committee members</p>	<p>Member training Action steps: Board members determine the topics of training and presenters (four sessions for LY 2021-2022) January – April 2022</p>
<p>Responsible Party: Provisional Committee and Marketing Committee</p> <p>Resources needed: Printouts, brochures, pamphlets, social media ads, advertisements, Women’s View, etc.</p> <p>Timeline: within one year</p> <p>Deliverable/Metric: something to measure the outcome (example – survey at information session)</p>	<p>Responsible Party: Committee chairs</p> <p>Timeline: for the League Year</p> <p>Resources needed:</p> <p>Deliverable/Metric: something to measure the outcome (example – end of the year survey)</p>	<p>Responsible Party: Board Members (President)</p> <p>Timeline: Schedule communicated to members by December 2021</p> <p>Resources needed: Speakers, if we do not have sustainers to speak on targeted topics</p> <p>Deliverable/Metric: Survey the membership at the end of the League Year (Membership Branch)</p>

**PROGRAM OBJECTIVES ---COMMUNITY BRANCH**  
**COMMUNITY BRANCH KEY ELEMENTS OF CONCERN---***Signature project*

<p>Goal: JLF will partner with organizations to promote the safety and welfare of children and families in our service areas.</p>	<p>Goal: JLF will partner with organizations to promote the safety and welfare of children and families in our services areas.</p>
<p><i>Program CRPD Objectives:</i> Research effectiveness of community projects around our focus statement in our service areas.</p> <p>Action steps: research effectiveness of community projects around our focus areas (example – research organizations to partner with to promote the focus statement, i.e., Dental Truck, etc.)</p>	<p><i>Program CAP/DIAD Objectives:</i> DIAD - Research organizations that promote community projects that promote our focus statement in our service areas.</p> <p>Action steps: DIAD committee will provide volunteer hours to area organizations to promote our focus statement. CAP committee will reach out to area nonprofits to educate them on the CAP Grant process</p>
<p>Responsible Party: CRPD committee</p> <p>Timeline: during the League Year</p> <p>Deliverable/Metric: Community Breakfast (October 21, 2021 at the JLF Office) and CRPD application and awardees</p>	<p>Responsible Party: CAP/DIAD</p> <p>Timeline: each League Year and throughout the League Year</p> <p>Deliverable/Metric: CAP Grant applications and awardees, Community Breakfast (October 21, 2021 at the JLF Office)</p> <p>Deliverable/Metric: DIAD completions of volunteer opportunities</p>

# ORGANIZATIONAL AND FINANCIAL BRANCH

## Organizational and Financial Key Elements of Concern: Engagement and Potential New fundraiser

<p>Goal: JLF will develop a new annual fundraiser to further our focus statement.</p>	<p>Goal: JLF will develop a new annual fundraiser to further our focus statement.</p>	<p>Goal: JLF will increase the League Endowment donation by 10%.</p>
<p><b>Program Objective:</b> Cocktails for Cause/ create fundraiser</p> <ul style="list-style-type: none"> <li>- Secure a venue for and execute fund raiser for Spring 2022</li> <li>- Develop and implement standard procedures for current and future Fund Raiser</li> </ul>	<p><b>Program Objective:</b> Partner with a local youth organization to create a mutual fundraiser</p> <ul style="list-style-type: none"> <li>- Research local youth organizations to create a new fundraiser</li> </ul>	<p><b>Program Objective:</b> Endowment: Create projects to educate members regarding what the Endowment can do for the community</p> <ul style="list-style-type: none"> <li>- Research projects (ex. Speakers at GMMs)</li> </ul> <p>Action steps: R&amp;D of projects to highlight endowment</p>
<p>Responsible Party: Fund Development, Treasurer, Marketing Timeline: within this League Year Deliverable/Metric: Money raised</p>	<p>Responsible Party: Fund Development, Marketing, Admin VP Timeline: within this League Year Deliverable/Metric: Partnership developed</p>	<p>Responsible Party: Admin VP and Treasurer Timeline: within this League Year Deliverable/Metric: projects that are developed</p>

# LEAGUE GROWTH AND BRAND SUSTAINABILITY

## League Growth and Brand Sustainability: Key Elements of Concern

### How to grow our name in the community

Goal: JLF will grow by 15% and increase its visibility as an organization of women empowered as leaders creating community impact.

Goal: JLF will create an integrated marketing plan that positions the League and all League Fundraisers while emphasizing the civic and community leadership.

<p><i>Program Objective: Develop a new marketing plan for League Branding</i></p> <p>Action steps: Develop policy to protect members, intellectual property, and the JLF brand</p>	<p><i>Program Objective : Branding the JLF Strategically throughout our Service Areas (ex. Ads in Women’s View, Acento Latino Newspaper, etc.)</i></p>
<p>Responsible Party: Marketing, Bylaws Ad hoc committee, and League Attorney</p> <p>Timeline: beginning of next League Year</p> <p>Resources need: Research and Development</p>	<p>Responsible Party: Marketing Committee</p> <p>Timeline: within the League Year</p> <p>Resources needed: funding for marketing</p>
<p>Deliverable/Metric: completed policy</p>	<p>Deliverable/Metric: various marketing materials</p>