

**2021 - 2025 STRATEGIC PLAN
FOUNDATION
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 promote the safety and welfare of children, and assist in the prevention of homelessness, food insecurity, and related concerns affecting children and families in our service areas.



**JUNIOR LEAGUE OF
FAYETTEVILLE**

PROGRAM OBJECTIVES--MEMBERSHIP BRANCH

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

<p>Recruitment Goal: By 2025, JLF will increase active membership by 40%</p>	<p>Retention Goal: By 2025, JLF will retain 90% of members with less than and greater than 5 years of service, as well as provisional members.</p>	<p>Participation Goal: By 2025, annually, 6 of 8 GMMs will include member training</p>
<p><i>Program Recruitment Objectives:</i> increase membership by 40%. Action steps: Connect with area organizations to attract new members (i.e., universities, Fayetteville Area Convention and Visitor’s bureau, etc.)</p>	<p><i>Program Retention Objectives:</i> retain 90% of membership Action steps: committee chairs will act as mentors to committee members each year they are in the position of committee chair</p>	<p><i>Program Participation Objectives:</i> Member training Action steps: Organize speakers for 6 GMMs on topics in strategic plan</p>
<p>Responsible Party: Marketing / Provisional Committee Timeline: Prior to recruitment /open house sessions Resources needed: printouts, brochures, pamphlets (already have) Deliverable/Metric: Provisional Committee will survey potential/incoming members and report to board</p>	<p>Responsible Party: Committee chairs Timeline: for the League Year Resources needed: Placement Deliverable/Metric: Member satisfaction survey at end of each League Year (Membership Branch)</p>	<p>Responsible Party: Board Members (President) Timeline: Schedule communicated to members at the beginning of each League Year Resources needed: Speakers, if we do not have sustainers to speak on targeted topics Deliverable/Metric: Survey the membership at the end of each League Year (Membership Branch)</p>

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

<p>Goal: By 2025 JLF will partner with organizations to promote the safety and welfare of children and families in our service areas.</p>	<p>Goal: By 2025, 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 areas</p> <p>Action steps: research effectiveness of community projects around our focus areas</p>	<p><i>Program CAP/DIAD Objectives:</i></p> <p>Action steps: CAP/DIAD committee will provide assistance to area organizations to promote safety and welfare of children and families in our service area</p>
<p>Responsible Party: CRPD</p> <p>Timeline: each League Year</p> <p>Deliverable/Metric: 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 applications and awardees along with DIAD completions</p>

ORGANIZATIONAL AND FINANCIAL BRANCH

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

<p>Goal: By 2025, JLF will develop a new annual fundraiser to further our focus statement.</p>	<p>Goal: By 2025, JLF will develop a new annual fundraiser to further our focus statement.</p>	<p>Goal: By 2025, JLF will increase the Endowment by 10%.</p>
<p>Program Objective: Cocktails for Cause/ create fundraiser</p>	<p>Program Objective: Partner with a local youth organization to create a mutual fundraiser</p>	<p>Program Objective: Endowment: Create projects to highlight what the Endowment can do Action steps: R&D of projects to highlight endowment</p>
<p>Responsible Party: Fund Development, Treasurer, Marketing Timeline: within the next three years Deliverable/Metric: Money raised</p>	<p>Responsible Party: Fund Development, Marketing, Admin VP Timeline: within the next three years Deliverable/Metric: Money raised</p>	<p>Responsible Party: Admin VP and Treasurer Timeline: yearly Resources needed: sustaining members and time to grow Deliverable/Metric: projects that are developed</p>

2021 Board Retreat: The actual fundraisers were decided upon, and plan updated.

LEAGUE GROWTH AND BRAND SUSTAINABILITY

League Growth and Brand Sustainability: Key Elements of Concern

How to grow our name in the community

Goal: By 2025, JLF will have grown the League by 40% and increased its visibility as an organization of women empowered as leaders creating community impact.

Goal: By 2025, JLF will have an integrated marketing plan that positions the League and all League Fund Raisers while emphasizing the civic and community leadership.

<i>Program Objective: Develop a new marketing plan for League Branding</i> Action steps: Develop policy to protect members, intellectual property, and brand	<i>Program Objective : Branding the JLF Strategically throughout our Service Areas</i>
Responsible Party: Marketing, Bylaws Ad hoc committee, and League Attorney Timeline: beginning of next League Year Resources need: R & D	Responsible Party: Marketing and Governing Board Timeline: throughout the League Year (overall completion by 2025 with yearly goals to be determined) Resources needed: funding for marketing
Deliverable/Metric: completed policy	Deliverable/Metric: various marketing materials