Assistance League of Salt Lake City
2023-2028 STRATEGIC PLAN

Mission Statement

Assistance League of Salt Lake City is a nonprofit organization whose volunteers serve to improve the lives of children and adults in our community through our service-oriented philanthropic programs.

Vision Statement

To be an effective resource in our community responding to emerging needs through volunteer efforts and collaborative partnerships.

Core Values

- Committed to service
- Fiscally responsible
- Responsive to our community
- Respectful of others

Goals: What we aspire to achieve; Strategies: Plans/methods to accomplish our goals; Action Items: Specific action items to achieve goals

Goal #1: Recruit, retain and develop membership and leadership

Strategies:
- Develop and implement an inclusive membership onboarding process
- Refine and implement mentoring program for new members
- Identify, encourage, and educate leadership
- Provide regular educational and social opportunities for membership
- Identify recruitment sources for new members

Action Items:
1. Reassess, structure and implement onboarding procedures to ensure *all* steps are followed so new members experience a positive welcome (Member Services, New Member Orientation, Mentoring Program)
2. Increase participation through social and educational activities (Member Services)
3. Convey membership service expectations with attention to committee participation (Member Services)
4. Identify and contact possible sources of new members, i.e., Economic Development Council, Newcomers, Osher, PTAs, Retired Teachers Association (Member Services)
5. Survey past members to find out why they leave and develop retention strategies (Member Services)

Goal #2: Continuously improve program effectiveness

Strategies*:*
- Research and address new needs/opportunities within the community (Philanthropic Programs, Consociates, Assisteens)

- Regularly evaluate philanthropic program effectiveness (internally and externally) every 2-5 years (Strategic Planning and philanthropic programs)

Action Items:
1. Support philanthropic programs in identifying new projects
2. Conduct client (external) surveys on rotating basis approximately every two-five years (Strategic Planning, philanthropic programs)
3. Research other AL chapters' program methodologies/results (Board, philanthropic programs, Strategic Planning)

Goal #3: Increase awareness and recognition within the community

Strategies*:*
- Participate in community organizations and events
- Increase advertising/public relations exposure
- Expand collaborative relationships

Action Items:
1. Continue membership in Utah Nonprofits Association (Strategic Planning)
2. Develop and collaborate with local corporate sponsors (Board, Community Relations)
3. Expand social media presence (Community Relations)
4. Research and develop new partnerships for programs and fundraising (philanthropic programs, Community Relations)
5. Continuously update Assistance League of Salt Lake City website (Technology, Community Relations)
6. Find opportunities to promote ALSLC in print and on billboards, TV and radio spots (Community Relations)
7. Identify and solicit speaking engagements (Board, Community Relations)
8. Provide promotional flyers to Thrift Shop donors and establish Thrift Shop donor email list (Thrift Shop, Community Relations)
9. Contact editor of *Millcreek Journal* and feed articles on ALSLC (Community Relations, Marketing and Branding)

Goal #4: Improve and streamline operations

Strategies*:*
- Combine program operations wherever possible
- Continuously improve operational efficiency
- Develop succession plan

Action Items:
1. Collaborate internally on program activities
2. Evaluate operational efficiency including need for outside contract services (All Committees)
3. Incorporate President's year-end reports to identify successes and address areas for improvement
4. Communicate and distribute risk management plan (Board, Thrift Shop)
5. Update Master Data Files in chapter computer to provide chapter continuity (Technology)
6. Continue to update Bylaws, Standing Rules, policies and job descriptions (Bylaws, Board)
7. Develop succession plan template (Strategic Planning, all committees)