

The Junior League of Florence

2009-2012 STRATEGIC PLAN

I. Mission Statement

The Junior League of Florence is a non-profit organization of women committed to promoting volunteerism, developing the potential of women and improving the effective action and leadership of trained volunteers. The Junior League of Florence reaches out to women of all races, religions, and national origins who demonstrate an interest in and commitment to volunteerism.

II. Vision Statement

The purpose of the Strategic Plan is to ensure the health and continued growth of the Junior League of Florence. The Junior League of Florence has a rich and long history of serving as an effective force for positive change in the community it serves. In order to ensure that this tradition continues, it is necessary for the Junior League of Florence to continually evaluate the projects it supports (both financially and with volunteers), as well as the manner in which such support is generated (through fund-raising and membership drives). The Junior League of Florence is dedicated to strengthening the health and well-being of the children and families of the Pee Dee Region. Its purpose is exclusively educational and charitable.

III. Focus Area: Developing Healthy Children and Families

IV. Membership Council

A. Objective:

The purpose of the Strategic Plan is to ensure the health and continued growth of the Junior League of Florence, in order that it may continue its dedicated and successful efforts to strengthen the health and well-being of the children and families of the Pee Dee Region. To that end, the Membership Council will develop a committed and effective membership by creating a supportive environment for the personal and volunteer development of women through rewarding volunteer opportunities, quality training, and deliberate placement.

B. Action Plan: (to be accomplished in part through annual goals)

1. Monitor member satisfaction and continually evaluate the needs of the current membership.
2. Increase recruitment by cultivating new members through membership outreach to attract and retain women of all races, religions and national origins.
3. Develop placement descriptions by documenting throughout the League Year the roles and activities of each position.
4. Develop a comprehensive and structured training program for new and active members.
5. Develop and promote succession council structure to enhance communication and turnover from year to year.
6. Increase Sustainer involvement and recognition.
7. Offer placements structured to fit the interests and schedules of the current membership.

V. Community Council

A. Objective:

The purpose of the Strategic Plan is to ensure the health and continued growth of the Junior League of Florence, in order that it may continue its dedicated and successful efforts to strengthen the health and well-being of the children and families of the Pee Dee Region. To that end, the Community Council will develop opportunities for League Members to volunteer in a variety of community improvement efforts focusing on the health and well-being of children and their families.

B. Action Plan: (to be accomplished in part through annual goals)

1. Evaluate, develop and adopt a comprehensive program designed to benefit and focus on the health and well-being of children and their families.
2. Evaluate and ascertain that all available placements further the current focus and vision of the Junior League of Florence.
3. Evaluate the structure and policies of the Community Advisory Board to enhance its role in supporting and advising the Junior League of Florence on current volunteer efforts.
4. Provide flexible volunteer opportunities for members to meet service requirements.
5. Evaluate current service requirements and the method of reporting said requirements.

VI. Communications Council

A. Objective:

The purpose of the Strategic Plan is to ensure the health and continued growth of the Junior League of Florence, in order that it may continue its dedicated and successful efforts to strengthen the health and well-being of the children and families of the Pee Dee Region. To that end, the Communications Council will increase the awareness and impact of the Junior League of Florence in the Pee Dee Region.

B. Action Plan: (to be accomplished in part through annual goals)

1. Develop overall cohesive market campaigns to include media relations, community projects and fundraisers.
2. Explore and utilize various advertising means to promote the League, its mission and projects.
3. Increase the use and effectiveness of public relations campaigns to include Public Service Announcements and other available free media.
4. Enhance the fledgling publication, *The Column*, to maximize it as a public relations tool to promote the Junior League of Florence to community leaders, community partners, and to the community at large.
5. Develop and Enhance Sponsor relationships through personal contact and correspondence.
6. Develop the Junior League of Florence Website to coincide with current public relations efforts.
7. Enhance internal League publications to improve effective communication devices within the League.

VII. Finance Council

A. Objective:

The purpose of the Strategic Plan is to ensure the health and continued growth of the Junior League of Florence, in order that it may continue its dedicated and successful efforts to strengthen the health and well-being of the children and families of the Pee Dee Region. To that end, the Finance Council will seek to accomplish the League's purpose through sound financial and resource management in a manner transparent for the membership and public at large.

B. Action Plan: (to be accomplished in part through annual goals)

1. Provide Education to the general membership and individual Council Vice Presidents on the budget process, as well as the budget itself.
2. Monitor individual Councils and Committees to ensure the adequacy of funding and responsible use of financial resources.
3. Conduct management training on the budget for all committee chairs.
4. Maintain and enhance current financial position by evaluating current investment strategies.
5. Raise funds to support the current financial needs and project commitments of the League.
6. Evaluate the feasibility of current major fundraiser and research potential new fund raising sources for Board and (eventual) membership consideration.
7. Research industry standards on average percentage of proceeds given back to the community; evaluate and increase the percentage of League's proceeds given back to the community.