



JUNIOR LEAGUE OF
WINSTON-SALEM

Strategic Plan 2018-2021

MISSION:

The Junior League of Winston-Salem, Inc. (the “JLWS”) 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. Its purpose is exclusively educational and charitable.

VISION:

The Junior League of Winston-Salem, Inc. nurtures and educates individuals to build healthier families and a stronger community.

VALUES:

- We exist to strengthen and improve our community
- We value and support the power of trained volunteers
- We value each member
- We value and encourage ethnic, racial, religious, and economic diversity
- We grow through challenging experiences
- We wisely manage our resources
- We are ethical and fair

OUR COMMITMENT TO DIVERSITY AND INCLUSION:

The Junior League of Winston-Salem, Inc. welcomes all women who value our Mission. We are committed to inclusive environments of diverse individuals, organizations and communities.

FOCUS AREAS:

Educating and mentoring youth from birth to age 18 Women’s Health

GOAL #1: RELEVANT FOR THE WOMAN VOLUNTEER OF TODAY

Offer an experience that speaks to the needs of today's woman. Be relevant in communication, requirements, volunteer opportunities, and leadership and training experience.

OBJECTIVE #1: Increase engagement and participation of sustainer and active membership

STRATEGY #1: Evaluate "Done in a Day" or "Volunteer Day"

STRATEGY #2: Increase awareness of what placements offer members ("What's in it for me")

STRATEGY #3: Evaluate only supporting JLWS owned community placements

STRATEGY #4: Improve training opportunities through advanced curriculums. Offer training to league members and outside organizations.

OBJECTIVE #2: Deploy a membership model for a modern organization

STRATEGY #1: Understand the needs of all generations of members. Evolve membership requirements and flexibility of tactical execution to provide a flexible engagement structure to retain members.

STRATEGY #2: Evaluate shorter or elimination of provisional period

STRATEGY #3: Career mapping continued

OBJECTIVE #3: Diversify the membership

STRATEGY #1: Develop a diversity and inclusion task force

STRATEGY#2: Work with recruitment to define a marketing plan that prioritizes diversity and inclusion

GOAL #2: SOLIDIFY A SUSTAINABLE FINANCIAL MODEL

Ensure the short term and long term financial health of the JLWS

OBJECTIVE#1: Build a sustainable model not dependent on fundraising events

STRATEGY #1: Grow endowment and estate planning

STRATEGY #2: Review fundraisers annually to insure sustainability and profitability

STRATEGY #3: Grow grant funding and seek grant opportunities

OBJECTIVE#2: Increase active membership

STRATEGY #1: Achieve and maintain a 90% new member retention rate

STRATEGY #2: Retain active members; delay sustaining

GOAL #3: ALL JLWS SUPPORTERS CAN CLEARLY ARTICULATE THE MISSION

Ensure all members – new, active, and sustaining, as well as all community partners, media and sponsors can clearly articulate the mission and values of the JLWS.

OBJECTIVE #1: Educate community partners, sponsors and media on the value and mission of the JLWS

STRATEGY #1: Provide visibility of the impact made in the community using data such as volunteer hours, fundraising dollars, etc.

STRATEGY #2: Engage with community partners for marketing and PR planning to identify ways in which the community can be educated on the impact of the organizations together.

OBJECTIVE #2: Promote and support member accomplishments

STRATEGY #1: Increase visibility of members' accomplishments through PR, social media and other marketing mediums. Visibility will showcase the JLWS leadership and training opportunities and successes.

STRATEGY #2: Incorporate JLWS members who are leaders outside the organization in and trainings to highlight and support those JLWS members leadership skills.

OBJECTIVE #3: Increase visibility of the JLWS

STRATEGY #1: JLWS signage at community partners and projects

STRATEGY #2: Encourage photography at all events, external and internal

STRATEGY #3: Work strategically with Marketing and PR to pitch relevant stories to media

STRATEGY #4: Encourage all members to promote JLWS in the community through use of social posts using hashtags, JLWS logo gear, and clearly articulating the positioning statement / elevator pitch.

STRATEGY #5: Strategically align JLWS with community organizations through community events, public relations and marketing tactics to introduce JLWS and the mission of JLWS to all members of the community in which we serve.