



5-YEAR STRATEGIC PLAN 2020-2025

MISSION

Assistance League® of San Luis Obispo County volunteers transforming the lives of children and adults through community programs

VISION

Essential needs are met in our community and families flourish

VALUES

Commitment, Ethics, Accountability, Respect, Leadership, Fellowship

GOALS

Goal 1: Increase membership by 2% annually and retain active and involved members

Goal 2: Develop a New Generation Committee

Goal 3: Implement a succession plan to encourage and mentor members to become leaders of the chapter

Goal 4: Maintain, increase, and routinely evaluate the chapter's fundraising activities which support its philanthropic programs

Goal 5: Update the Thrift Store Business Plan

Goal 6: Clothe 20% of total San Luis Obispo County student need, based on CA Department of Education Data by 2025 – an increase of 1% annually

Goal 7: Sustain current philanthropic programs and research new philanthropic programs

Goal 8: Establish a 5-year chapter Financial Plan

Goal 9: Advance the chapter's technological capabilities

Goal 10: Increase the visibility of the chapter and continue outreach and marketing efforts

Approved by Board of Directors: 3/16/2020
Approved by Membership: 4/27/2020

STRATEGIES

Goal 1:

- Attract new members to the chapter
- Membership retention
- Educate, mentor and strengthen membership base
- Actively and continually pursue and retain Business members

Goal 2:

- Research with other AL chapters
- Determine new projects
- Recruit New Generation members

Goal 3:

- Identify and utilize unique skills of membership
- Promote leadership and educational opportunities

Goal 4:

- Develop and increase attendance and sponsorships in order to promote visibility and community involvement in the chapter's fundraising events
- Reevaluate the direct mail fundraiser
- Operate a chapter Thrift Store throughout the year to support the chapter and its philanthropic programs
- Identify and develop grant opportunities

Goal 5:

- Develop an ad hoc committee
- Develop and implement new Business Plan

Goal 6:

- Continue Operation School Bell and its sub-programs: Operation Bookshelf, Operation School Supply, Operation Dental Kit, and Sibling Book Program
- Continue "as funded" the Collaboration Program

Goal 7:

- Research and develop potential new philanthropic programs
- Evaluate each philanthropic program annually to ensure efficiencies in their operations and to ensure that the chapter is utilizing our donors' funds to their maximum benefit

Goal 8:

- Create a 5-year plan
- Review and update annually

Goal 9:

- Research a donor management system database
- Implement a NAL donor management system database or other potential system
- Expand online member portal

Goal 10:

- Increase awareness of the chapter in San Luis Obispo County
- Increase public speaking opportunities
- Maintain and enhance chapter website to support chapter goals