



Strategic Plan

Mission

Assistance League® of Mid-Missouri is a nonprofit volunteer organization serving identified needs of children and adults in the Columbia community

Vision

Assistance League of Mid-Missouri aspires to meet the challenging needs of individuals within the Columbia, MO community

Values

Assistance League of Mid-Missouri supporting the vision and talents of volunteers engaged in personal service to their community embraces the following values

- ★ **Commitment**-compassionate and caring service
- ★ **Integrity**-sincerity and honesty in communication and action
- ★ **Respect**-appreciation of and consideration of others
- ★ **Accountability**-fiscal and personal responsibility
- ★ **Leadership**-management that is visionary, ethical, and sensitive

Goals

Meet Community Needs

1. To provide service to children and families in the community through our philanthropic programs

Create Informed, Enthusiastic, Cohesive Membership

2. To create an informed, enthusiastic, cohesive and committed membership throughout the chapter

Manage Resources

3. To manage resources prudently to achieve our mission in accordance with all federal, state, local and Assistance League requirements

Increase Knowledge of Assistance League

4. To increase knowledge of Assistance League within the organization and in the community

Position Assistance League of Mid-Missouri for Success

5. To position Assistance League of Mid-Missouri for future success

Strategies

Meet Community Needs

- Maintain and improve existing programs
- Provide adequate staffing for all programs
- Implement effective evaluation process
- Encourage, assist and maintain member participation in our philanthropic programs

Create Informed, Enthusiastic, Cohesive Membership

- Ensure that all membership categories feel informed and included
- Increase diversity of membership
- Encourage and model volunteerism
- Value, appreciate and nurture members
- Develop strong members and leaders
- Create a welcoming atmosphere
- Utilize talents of all members
- Cultivate a knowledge of the history, operation and mission of the organization
- Foster team spirit among members

Manage Resources

- Provide adequate funding to support philanthropic programs and chapter administrative functions
- Increase revenue from all fundraisers and sources of revenue
- Increase member participation in all fundraising activities.
- Review organization structure to ensure efficient operation
- Educate our members about where our money goes, how it is used and why
- Review management model for Upscale Resale to provide efficient and effective business procedures and increase member involvement in operations by establishing sub-groups for shop needs

Increase Knowledge of Assistance League

- Expand use of technology
- Provide timely and effective press releases to all media outlets
- Increase organization's name recognition in the larger community
- Communicate effectively with all members and encourage their participation
- Encourage members to be Ambassadors in the community

Position Assistance League of Mid-Missouri for Success

- Develop a strong, involved membership
- Provide an adequate space for our regular meetings and opportunities for members with different interests and schedules
- Maintain adequate funding for philanthropic and administrative activities
- Prepare members to assume leadership roles in Assistance League of Mid- Missouri

