

Assistance League of Capistrano Valley
2023-28 Strategic Plan

Mission

Assistance League volunteers transforming the lives of children through community programs.

Vision

Essential needs are met in our community helping families flourish.

Values

Commitment: Member provide compassionate, caring service

Leadership: Members act professionally, ethically and are sensitive to individual needs

Ethics: Members practice integrity and authenticity in communication and action

Accountability: Members practice prudent fiscal management, transparency, and conduct program evaluations of performance

Respect: Members believe in the intrinsic value of those we serve and those with whom we serve.

Progress: Members embrace a culture of continuous improvement

Goals

Goal 1: EQUIP leaders to develop, fund and put into action programs to meet the unique needs of communities we serve

Goal 2: ENGAGE, EMPOWER, and INSPIRE members and develop plans for recruiting a diverse new group of volunteers

Goal 3: IMPLEMENT targeted and intentional marketing campaigns to grow brand awareness and aid membership recruitment and thrift store promotion

Goal 4: RE-IMAGINE new ways to meet community needs and deepen engagement of stakeholders and program recipients

Goal 5: FOSTER long-term donor relationships and community partners to purposefully guide supporters toward greater giving and involvement

Strategies

Goal 1:

Establish a technology committee to provide essential training and support of technology-based programs and applications to meet the needs of the chapter.

Clarify roles and responsibilities for leadership chairs, liaisons, and committees and implement detailed procedures to facilitate smoother transition of leadership.

Ensure committee chairs and board members maintain detailed program manuals with project checklists and action plans aligned with the strategic plan.

Goal 2:

Create Membership Committee to include Corresponding Secretary to broaden member care, appreciation and recognition of volunteers

Motivate members to join committees to become involved in the decision-making process.

Conduct 2-3 “meet and greet” events for new and potential members

Goal 3:

Establish a thrift store promotional plan directed to increase quality donations and store sales 5% / year

Form a consistent method of data collection and outcomes measurement for committees to report program effectiveness

Develop advertising and social media campaigns to support membership recruitment to increase diversity and overall membership

Goal 4:

Form a Steering committee to guide philanthropic programs to ensure they meet the community needs and align with ALCV mission, vision, and goals.

Establish an Advisory Council to advise Chapter

Assess pilot literacy program success and determine the future of Hands-on Literacy

Goal 5:

Research and pursue potential donors and grants opportunities according to their alignment with our mission, vision, and goals.

Track and share philanthropic outcomes and impact stories with program liaisons and other stakeholders to broaden donor retention and engage donors year-round

Arrange a “Donor Appreciation” event