



JUNIOR LEAGUE OF SPOKANE

STRATEGIC PLAN FOR 2021-2024

The Junior League of Spokane 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. Our purpose is exclusively educational and charitable. We reach out to women of all races, religions and national origins who demonstrate an interest in and commitment to voluntarism.

Embracing our mission, vision and values, the Junior League of Spokane commits to the following strategic goals and priorities to drive the long-term, achievable success of our organization, our members, and the community we serve.

COMMUNITY IMPACT

Leverage our members' training and leadership development and engage in relevant, issue-based programs and intentional partnerships to positively impact the Greater Spokane community.

- Grow and strengthen our connection to the Greater Spokane community by forging 5 intentional community partner relationships with diverse local civic organizations over three years
- Integrate community engagement and training opportunities within the JLS focus area to create knowledgeable and impactful community leaders
- Develop League participation in a coalition of community partners with similar focus
- Increase support of the community by growing grants and gifts of focus-area-related supplies by 5% per year

LIFELONG MEMBERSHIP

Inspire lifelong membership by creating an inclusive, engaging, diverse, and dynamic membership experience that offers training and opportunities to sharpen skills, forge connections, and make a positive impact in the Greater Spokane community.

- Foster a diverse and inclusive culture that values respectful disagreement and civil discourse in order to serve and reflect the varied perspectives of our members, partners, and community
- Increase active membership by 10% over the next three years by diversifying recruitment efforts to welcome all women who value our mission and focusing on member retention strategies initiated during the Membership Transformation
- Create a culture of engaged membership by increasing the participation in League events by Active & Sustaining members as measured by attendance at these events
- Provide formal and informal learning opportunities to develop leadership skills that all members can apply personally, professionally, and civically

LEAGUE GROWTH & SUSTAINABILITY

Prioritize the diversity of funding sources and maintain a sustainable funding and spending model to enable continued investment in our members, our mission and the Greater Spokane community.

- Foster a culture of philanthropy within the League measured by member participation in JLS fundraising campaigns
- Engage in intentional partnerships with businesses and local philanthropists centered on common community interests
- Educate members about financial and fund development practices within the JLS and other organizations
- Create and maintain a diverse portfolio of funding sources representing a healthy mix of revenue

LEAGUE BRAND & IDENTITY

Foster a culture of open communication built on respect, transparency, and knowledge sharing so we may better convey how we successfully serve our members, our mission, and the Greater Spokane community.

- Develop and implement an intentional, engaging marketing strategy that supports our mission and shares our story
- Engage and equip all members to be JLS ambassadors
- Create opportunities for knowledge-transfer and experience-sharing among our members
- Establish and promote a suite of member-facing communication and practical training resources that give our members the knowledge and tools to talk about their JLS experience and advocate for the League.