



**2018-2021 Strategic Plan**  
**Assistance League of Greater Collin County**

## Mission

Assistance League of Greater Collin County is a nonprofit, philanthropic organization whose dedicated volunteers transform the lives of children and adults through community programs.

## Vision

To be a recognized leader empowering volunteers to meet essential needs to see families flourish in Greater Collin County.

## Values

**Commitment**

**Leadership**

**Ethics**

**Accountability**

**Respect**

## Goals

**(A)** Have an informed, involved, enthusiastic membership that will provide full support for our programs and resource development.

**(B)** Continue to align our philanthropic programs with community needs.

**(C)** Maximize our use of time, facility, and volunteer efforts in order to increase resources and the number of people served.

## Strategies

### Membership

- Develop and implement a comprehensive orientation plan
- Develop an active recruitment plan
- Increase participation in programs and activities

### Resource Development

- Actively involve the membership in supporting our fundraising activities
- Develop and implement publicity and marketing plans for each event.
- Identify community resources and develop promotional opportunities

### Philanthropic Programs

- Measure and evaluate program and committee objectives
- Develop and use philanthropic program outcome data for marketing and resource development
- Assess community needs versus the impact of current programs

### Overarching Objectives

- Increase external visibility
- Increase and improve internal communication
- Strengthen and support membership
- Provide financial and human resources to ensure success