



assistance league[®]

Transforming Lives • Strengthening Community

GREATER COLLIN COUNTY

STRATEGIC PLAN

2021-2024

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Value Propositions and Goals

VALUE PROPOSITIONS

A Value Proposition is a promise of value or benefits to be delivered. Creating value propositions for each of Assistance League of Greater Collin County's programs and standing committees is a key component of the strategic plan which provides a blueprint to ensure direction and consistency throughout the organization for the next three years.

GOALS

At the center of the value propositions for Assistance League of Greater Collin County programs and standing committees are the specific goals, which have been developed for the next three years. Each year of this plan, the goals will be assessed to determine if they are still specific, measurable, attainable, realistic, and time bound. New goals will then be determined and added to the strategic plan so the Assistance League of Greater Collin County's strategic plan is always a three-year working document.

The goals of a successful organization must align with its major strategic priorities. Therefore, each goal in this strategic plan is keyed (by letters A, B, C) to one of Assistance League of Greater Collin County's three Strategic Priorities as articulated in the Strategic Framework:

- A. Have an informed, involved, enthusiastic membership that will provide full support and staffing for our programs and resource development
- B. Continue to align our philanthropic programs with community needs
- C. Maximize our use of time, space, and volunteer efforts in order to increase resource development and the number of people served

PHILANTHROPIC PROGRAMS

VALUE PROPOSITIONS AND GOALS

Operation School Bell® Program

2021-2024

Retail Sub-Program

The Retail Sub-program provides clothing and personal items for Collin County school age children in need, in multiple school districts; support may also include areas of health, hunger, literacy, and supplies.

The committee will achieve this critical success factor by:

- Members volunteering at shopping events
- Purchase, hygiene and other items necessary for shopping events.
- Scheduling students for shopping events.

By meeting the basic needs of school children through supplying new school clothes, the program will realize an intangible benefit of an improved self-esteem and quality of life for recipient children.

During each of the following three years, the Retail Sub-program will demonstrate on a semi-annual basis the delivery of value by measuring the following:

- The number of Assistance League of Greater Collin County volunteers participating in the committee;
- The dollar amount spent for clothing;
- The dollar amount spent for clothing per child;
- The number of school children provided with school clothing;
- The number of schools participating in the committee.

STRATEGIC GOALS

June 1, 2021 to May 31, 2022

Review and evaluate the Retail Sub-program operating model. (B)

Seek back up merchants for retail shopping events. (B)

Seek to add shopping dates in Spring with the backup merchants. (B)

Seek to improve attendance rate by finding merchants closer to schools. (A)

RETAIL SUB-PROGRAM

STRATEGIC GOALS

Meet with School Representatives to get feedback on the program and ways to improve. (A)

Review/restructure the Retail Sub-program Lead Team responsibilities. (A)

Seek to achieve a 75% participation in the Retail Sub-program by our membership (A)

June 1, 2022 to May 31, 2023

Review and evaluate the Retail Sub-program operating model. (B)

Seek back up merchants for retail shopping events. (B)

Seek to add shopping dates in Spring with the backup merchants. (B)

Seek to improve attendance rate by finding merchants closer to schools. (A)

Meet with School Representatives to get feedback on the program and ways to improve. (A)

Review/restructure the Retail Sub-program Lead Team responsibilities. (A)

Seek to achieve a 80% participation in the Retail Sub-program by our membership (A)

June 1, 2023 to May 31, 2024

Review and evaluate the Retail Sub-program operating model. (B)

Seek back up merchants for retail shopping events. (B)

Seek to add shopping dates in Spring with the backup merchants. (B)

Seek to improve attendance rate by finding merchants closer to schools. (A)

Meet with School Representatives to get feedback on the program and ways to improve. (A)

Review/restructure the Retail Sub-program Lead Team responsibilities. (A)

Seek to achieve a 85% participation in the Retail Sub-program by our membership (A)

OPERATION SCHOOL BELL® SUB-PROGRAMS

Other Operation School Bell Sub-programs consists of Warm Feelings, Hi & Dry, Dr. Seuss and Listen and Learn which strives to respond to community needs within Collin County. These Sub-programs deal with needs such as Hunger, Literacy, Health, Supplies, and Clothing at all levels

The committees will achieve this critical success factor by:

- Reading to children in elementary school
- Supporting children who are at or near the poverty line with school supplies
- Holding workshops to make blankets for homeless children
- Providing undergarments to various school nurses.

During each of the following three years, the Sub-programs will demonstrate on a yearly basis the delivery of value by measuring the following:

- Number of Assistance League members who volunteer/hours for each project
- Number of community volunteer hours for each project
- Cost of each project
- Number of community needs identified and responded to various ages sectors of our community

The activities will realize the following intangible benefits:

- Sense of caring and compassion that these committees bring to those in need
- Sense of serving and giving to our community with handmade items

STRATEGIC GOALS

June 1, 2021 to May 31, 2022

Encourage more participation in all Sub-programs activities. (A)

Include Assisteens in at least one Sub-program each school year (A)

Increase our efforts to serve Middle School students who are homeless or below the poverty line (B)

OPERATION SCHOOL BELL SUB-PROGRAMS

STRATEGIC GOALS

June 1, 2022 to May 31, 2023

Encourage more participation in all Sub-programs activities (A)

Include Assisteens in at least one Sub-programs each school year (A)

Increase our efforts to serve Middle School students who are homeless or at or below the poverty line (B)

June 1 2023 to May 31, 2024

Encourage more participation in all Sub-programs. (A)

Include Assisteens in at least one Sub-programs each school year (A)

Increase our efforts to serve Middle School students who are homeless or below the poverty line. (B)

WEE MEMORIES PROGRAM

The Wee Memories program will perform the following:

- Provide bereavement Memory Boxes for parents whose babies have died at or near birth at Texas Health Presbyterian Hospital Plano & Texas Health Presbyterian Hospital Allen.

The program will achieve this critical success factor by:

- Maintaining stock at these hospitals as needed
- Schedule workshops periodically to assemble the boxes
- Members/community volunteers knit or crochet blankets
- Community volunteers make gowns and caps

The program will realize the following intangible benefits:

- Sense of caring and compassion
- Support for a grieving family

During each of the following three years, Wee Memories will demonstrate on a yearly basis the delivery of value by measuring the following:

- Cost per box
- Number of boxes delivered (thus families comforted)
- Number of hospitals served
- Days from request to delivery

STRATEGIC GOALS

June 1, 2021 to May 31, 2022

Continue to provide bereavement boxes to Texas Health Presbyterian Hospital as requested (B)

Investigate the addition of one or more other local hospitals to the Wee Memories program.

Added Texas Health Presbyterian Hospital Allen in September, 2021. (B)

Seek out additional services needed that may be provided to the Hospital (B)

June 1, 2022 to May 31, 2023

Continue to provide bereavement boxes to both Texas Health Presbyterian Hospital as requested (B)

Increase the number of members/community volunteers who are involved in the Wee Memories workshops. (A)

Seek out additional services needed that may be provided to the Hospital (B)

WEE MEMORIES PROGRAM

STRATEGIC GOALS

June 1, 2023 to May 31, 2024

Continue to provide bereavement boxes to both Texas Health Presbyterian Hospital as requested (B)

Increase the number of members/community volunteers who are involved in the Wee Memories workshops. (A)

Seek out additional services needed that may be provided to the Hospital B)

PASS THE WORD PROGRAM

Pass the Word program will perform the following:

- Distribute magazines, puzzle and activity books to patients at Texas Health Presbyterian Hospital Plano. Offer coloring books, and crayons to children of patients.
- Take time to visit with patients if requested.
- Expand program to other hospitals in Collin County as requested & approved.

The program will achieve this critical success factor by:

- Designated days members prepare the magazine cart for distribution
- Designated days members pass the magazines to hospital patients

The program will realize the following intangible benefits:

- Sense of caring and compassion for patients and their families, while hospitalized
- Sense of accomplishment in volunteering that contributes to the successful administration processes for the hospital

During each of the following three years, Pass the Word will demonstrate on a yearly basis the delivery of value by measuring the following:

- Record the number of volunteer hours spent distributing magazines to patients
- Increase in subscription donations from Assistance League of Greater Collin County membership
- Reduce cost of subscriptions by annually comparing third party vendors and negotiating the best subscription rate.
- Work with Texas Health Presbyterian Hospital Plano volunteer director to assure that Pass the Word members are supported by Texas Health Presbyterian Hospital Plano in their volunteer function

PASS THE WORD

STRATEGIC GOALS

During the Covid-19 pandemic, strategic goals for 2021-2024 may not be met if Texas Health Presbyterian Hospital furloughs all volunteers including the Pass the Word program.

June 1, 2021 to May 31, 2022

To anticipate and determine the number and types of magazines and activity books preferred and have them readily available for patients. (B)

Hold events to educate the Assistance League of Greater Collin County membership about Pass the Word with the goal of gaining new team members. (A)

Personally welcome new visitors/members at monthly meetings and introduce the Pass the Word program. (B)

Encourage members and their friends to donate subscriptions by: using air miles to increase subscriptions and taking advantage of 2/1 subscriptions (B)

June 1, 2022 to May 31, 2023

To anticipate and determine the number and types of magazines and activity books preferred and have them readily available for patients. (B)

Hold events to educate the Assistance League of Greater Collin County membership about Pass the Word with the goal of gaining new team members. (A)

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June 1, 2023 May 31, 2024 To anticipate and determine the number and types of magazines and activity books preferred and have them readily available for patients. (B).

Hold events to educate the Assistance League of Greater Collin County membership about Pass the Word with the goal of gaining new team members. (A)

Personally welcome new visitors/members at monthly meetings and introduce the Pass the Word program. (B)

Encourage members and their friends to donate subscriptions by: using air miles to increase subscriptions and taking advantage of 2/1 subscriptions (B)

CARING IN ACTION PROGRAM

Caring In Action is a program which strives to respond to community needs within Collin County. Caring in Action deals with needs such as Hunger, Literacy, Health, Supplies, and Clothing at all levels.

The program will achieve this critical success factor by:

- Supporting home for battered women and their children.
- Holding workshops to decorate baseball caps and make Loveys for children in need.
- Providing supplies and volunteers for activities at a Senior Care facility.

During each of the following three years, Caring in Action will demonstrate on a yearly basis the delivery of value by measuring the following:

- Number of Assistance League members who volunteer/hours for each project
- Number of community volunteer hours for each project
- Cost of each project
- Number of community needs identified and responded to various ages sectors of our community

The program will realize the following intangible benefits:

- Sense of caring and compassion that these programs bring to those in need
- Sense of serving and giving to our community.

CARING IN ACTION

STRATEGIC GOALS

June 1, 2021 to May 31, 2022

Encourage more participation in all Caring in Action activities as well as adding more opportunities for member involvement. (A)

Include Assisteens in at least one Caring In Action program each school year. (A)

Research community needs and assess new ways to meet those needs. (A)

Research new outlets for decorated baseball caps. (A)

Evaluate all activities as to their effectiveness. (A)

June 1, 2022 to May 31, 2023

Encourage more participation in all Caring in Action activities as well as adding more opportunities for member involvement. (A)

Include Assisteens in at least one Caring In Action program each school year (A)

Research community needs and assess new ways to meet those needs. (A)

Research new outlets for decorated baseball caps. (A)

Evaluate all activities as to their effectiveness. (A)

June 1 2023 to May 31, 2024

Encourage more participation in all Caring in Action activities as well as adding more opportunities for member involvement. (A)

Include Assisteens in at least one Caring In Action program each school year. (A)

Research community needs and assess new ways to meet those needs. (A)

Research new outlets for decorated baseball caps. (A)

Evaluate all activities as to their effectiveness. (A)

OUTREACH PROGRAM

Outreach will respond with one time and short-term projects to meet community needs within Collin County.

The program will achieve this critical success factor by:

- Examining projects from previous years and new requests from the community.
- Staying alert to community emergencies

The needs will be identified as a result of the following:

- Requests received from Greater Collin County agencies
- Needs identified through other Assistance League of Greater Collin County programs
- Needs identified by general Assistance League of Greater Collin County membership

The program will realize the following intangible benefits:

- Sense of caring and compassion that these programs bring to those in need
- Sense of accomplishment while working with other agencies to provide a common goal of meeting the needs of the community

During each of the following three years, Outreach will demonstrate on a yearly basis the delivery of value by measuring the following:

- Cost of project
- Number of families or persons who benefitted by the Outreach Program each year
- Volunteer hours required
- Number of volunteers who participated

OUTREACH

STRATEGIC GOALS

June 1, 2021 to May 31, 2022

Meet with philanthropic program chairs early in the year to revisit the purpose and activities of the Outreach Committee and specifically how to access outreach support. (C)

June 1, 2022 to May 31, 2023

Meet with philanthropic program chairs early in the year to revisit the purpose and activities of the Outreach Committee and specifically how to access outreach support. (C)

Visit with the local police departments for specific needs that are not provided in their budgets. (B)

Provide agencies with information about Assistance League of Greater Collin County and the purpose of the Outreach Committee. (B)

Continue collaboration with community agencies by creating a list of agencies to contact in the event of unanticipated community needs. (B)

June 1, 2023 to May 31, 2024

Meet with philanthropic program chairs early in the year to revisit the purpose and activities of the Outreach Committee and specifically how to access outreach support. (C)

Visit with the local police departments for specific needs that are not provided in their budgets. (B)

Provide agencies with information about Assistance League of Greater Collin County and the purpose of the Outreach Committee. (B)

Continue collaboration with community agencies by creating a list of agencies to contact in the event of unanticipated community needs. (B)

VALUE PROPOSITIONS AND GOALS

2021-2024

EDUCATION COMMITTEE

The Education Committee will educate and train Assistance League of Greater Collin County members, provide informational materials, and maintain the chapter's job descriptions and operations manuals.

The Education Committee will accomplish this critical success factor by identifying and optimizing the educational needs of the Assistance League of Greater Collin County chapter through the ability to do the following:

- Compile and distribute the end of year report to chapter and Advisory Council members
- Organize leadership training, as needed
- Encourage an active mentor program for new members
- Encourage members to utilize chapter donor cards and website donation features
- Coordinate arrangements for the Texas Networking Conference and the National Assistance League Conference
- Maintain an electronic resource library
- Ensure that chapter job description and operations manuals are updated annually

Tangible and intangible benefits of having an involved and highly participatory Education Committee will result in a well-informed, involved, and enthusiastic chapter and will ensure that job responsibilities and procedures are documented for continuity purposes.

During each of the following three years, the Education Committee will annually demonstrate the delivery of value by measuring the following:

- "Educational Moments" presented
- Training programs completed
- Completion and distribution of the end of yearbook to chapter and Advisory Council members
- Completion of annual job description updates
- Completion of annual chapter operations manual updates

EDUCATION COMMITTEE

STRATEGIC GOALS

June 1, 2021 to May 31, 2022

Survey members annually to identify topics or skills they would like presented in training programs. (A & C)

Implement a comprehensive orientation plan that includes an up-to-date notebook so new members and their mentors can be knowledgeable about Assistance League of Greater Collin County goals and actively participate in our philanthropic programs. (A)

Guide new members to select committees and programs they will enjoy and best fits their interests and talents. This should be done immediately following the Orientation. Follow up to make sure committee chairmen receive this information and call new members to invite them to meetings and workshops. (C)

Seek feedback, through informal conversation, from new members to see how orientation can be improved. (A)

Provide “education moments” at monthly meetings and in our newsletter that support the goals and help participants expand their knowledge of different facts, programs and technology, to make membership more active and informed. Examples would be: history of our chapter, misunderstood by-laws, interesting facts, etc. (A)

Evaluate the programs, monthly newsletter topics, and “educational moments” in order to improve next year’s offerings. (B)

Facilitate the planning of the Assistance League of Greater Collin County hosting the Texas Networking Conference. (C)

June 1, 2022 to May 31, 2023

Survey members to identify topics or skills they would like presented in training programs. (A & C)

Coordinate instructors and identify dates in order to fulfill the requests for training programs.

Based on feedback from previous year develop and implement a comprehensive orientation plan that includes an up-to-date notebook so new members and their mentors can be knowledgeable about Assistance League of Greater Collin County goals and actively participate in our philanthropic programs. (A)

EDUCATION COMMITTEE

STRATEGIC GOALS

Guide new members to select committees and programs they will enjoy and best fits their interests and talents. This should be done immediately following the Orientation. Follow up to make sure committee chairmen receive this information and call new members to invite them to meetings and workshops. (C)

Based on feedback from the previous year, provide “education moments” at monthly meetings and in our newsletter that support the goals and help participants expand their knowledge of different facts, programs and technology, to make membership more active and informed. (A)

Evaluate the programs, monthly newsletter topics, and “educational moments” in order to improve next year’s offerings. (B)

June 1, 2023 to May 31, 2024

Survey members to identify topics or skills they would like presented in training programs. (A & C)

Coordinate instructors and identify dates in order to fulfill the requests for training programs.

Based on feedback from previous year develop and implement a comprehensive orientation plan that includes an up-to-date notebook so new members and their mentors can be knowledgeable about Assistance League of Greater Collin County goals and actively participate in our philanthropic programs. (A)

Guide new members to select committees and programs they will enjoy and best fits their interests and talents. This should be done immediately following the Orientation. Follow up to make sure committee chairmen receive this information and call new members to invite them to meetings and workshops. (C)

Based on feedback from the previous year, provide “education moments” at monthly meetings and in our newsletter that support the goals and help participants expand their knowledge of different facts, programs and technology, to make membership more active and informed. (A) Evaluate the programs, monthly newsletter topics, and “educational moments” in order to improve next year’s offerings. (B)

MEMBERSHIP COMMITTEE

The Membership Committee will recruit and maintain a diverse, informed and committed Assistance League of Greater Collin County membership.

The Membership Committee will accomplish the critical success factor through its ability to do the following:

- Maintain the general membership level at or above 65 members
- Maintain an adequate number of volunteers to work each of the Assistance League of Greater Collin County Programs

By providing for adequate and engaged membership, Assistance League of Greater Collin County will realize tangible and intangible benefits for the betterment of children in the Greater Collin County community through Assistance League of Greater Collin County programs. Increased Assistance League of Greater Collin County volunteers will result in the generation of more funds to serve the Greater Collin County community.

To aid in the accomplishment of these objectives, the Membership Committee will complete the following:

- Design and implement a plan to strengthen and support membership
- Design and implement a plan to increase and improve internal communication
- Design and implement a plan to provide human resources to ensure success within Assistance League of Greater Collin County

During each of the following three years, the Membership Committee will demonstrate on a yearly basis the delivery of value by measuring the following:

- Development of a plan to increase and improve internal communication
- Number of attendees at Membership Monthly Meetings
- Number of new members completing training and paying dues
- Number of total volunteer hours at the end of the year
- Current number of volunteers

STRATEGIC GOALS

June 1, 2021 to May 31, 2022

Objective One: Develop and implement a comprehensive orientation plan (A)

- **Maintain the “Fact Sheet”** - Our current one page flyer for prospective members is fluid and will be continuously updated as a means to keep all members and prospective members updated.
- **Provide New Members with the “Tools of Membership”** - Membership will meet with all prospective members when needed and will provide the prospective member access to the local and national website. The new members will also receive a key to the office.
- **Objective Two: Develop an active recruitment plan (A)**

MEMBERSHIP COMMITTEE

STRATEGIC GOALS

- **Host a Recruitment Coffee** - A morning Coffee will be held early in the year at the ALGCC Office or possible outside venue.
- **Host a Recruitment Wine and Cheese** - An evening Wine and Cheese event will be held at mid-year at the Assistance League of Greater Collin County office or possible outside venue.
- **Reply immediately to on-line requests** – Respond in to on-line membership requests in a timely manner.
- **Provide Assistance League Business Cards** - Encouraged members to carry Assistance League business cards to pass out to prospective members and to refer them to our website for additional information. Business cards would be available at the office and members will be reminded to hand them out in our monthly newsletters and at regular meetings.
- **Reward Members for Recruitment Efforts** - The member who recruits the most members in a year will be recognized at the May General meeting. This will encourage members to recruit which is the most effective way to get new members.
- **Develop a recruitment video** - The Membership Committee would like to coordinate with Marketing to create an updated “Assistance League of Greater Collin County specific” video to be shown at our recruitment events and possibly post on our website
- **Post Social Media Recruitment Posts** - The Membership Committee would also like to consider posting to social media sites, such as Next Door, Facebook, and possibly in a local paper for prospective members.

Objective Three: Increase participation in programs and activities (A)

- **Engaging Members by** hosting “member only” coffees and happy hours, and possibly plan a few group outings. Membership will encourage attendance by sending email invites to all members.
- **Reward VIP membership Levels** - Award members who’ve been in Assistance League of Greater Collin County for 5, 10, and over 15 years. A star will be placed on their badges – red for 5, blue for 10, and gold for 15 and over. This creates a way to continuously recognize members for their loyalty and service. The Membership Chairman will tabulate the years. The hearts will be presented each year at the August
- **Check on members** – Members who have missed two general meetings in a row will be meeting as a way to start the year off with member appreciation. sent a welcoming email by the monthly meeting liaison inquiring about their absences. If absences continue, the VP of Membership will call the absent member to determine why they are not attending and what can be done to bring them back. Committee chairmen should be encouraged to contact all committee members who miss two meetings in a row. Members need to know that they are missed and appreciated.

MEMBERSHIP COMMITTEE

STRATEGIC GOALS

- The VP of Membership and the monthly meeting liaison will evaluate the success of this contact based on an increase in attendance.
- **Search for Volunteer and Social Events** - The Membership Committee will research possible volunteer and social events that involve spouses and possibly family members. At least one to two events will be scheduled each year. These events will be identified as we find, approve and organize them. An “End of Year” Event would also be scheduled on or about May 15th.
- **Acknowledge a “Volunteer of the Month”** - Each month the member who has the most volunteer hours for the previous month will be recognized at the general meeting. (Board members excluded) This will encourage members to be involved, take leadership positions, and turn in their hours. Once a member has been recognized, they can't be recognized again.
- **Acknowledge members by having a “Spot Light of the Month”** – A member will be chosen to be the Spot Light Member of the month in the Assistance League of Greater Collin County Newsletter. This allows members to share information about themselves to other members and helps us all to get to know one another better.
- **Reward Members** - The member who recruits the most members in a year will be recognized at the May general meeting. This will encourage members to recruit and allow our chapter to show our appreciation of this member for all their efforts. This is also the most effective way to get new members.

June 1, 2022 to May 31, 2023

Objective One: Develop and implement a comprehensive orientation plan (A)

- **Maintain the “Fact Sheet”** - Our current one-page flyer for prospective members is fluid and will be continuously updated as a means to keep all members and prospective members updated.
- **Provide New Members with the “Tools of Membership”** - Membership will meet with all prospective members when needed and will provide the prospective member access to the local and national website. The new members will also receive a key to the office.

Objective Two: Develop an active recruitment plan (A)

- **Host a Recruitment Coffee** - A morning Coffee will be held early in the year at the ALGCC Office or possible outside venue.
Host a Recruitment Wine and Cheese - An evening Wine and Cheese event will be held at mid-year at the Assistance League of Greater Collin County office or possible outside venue.

STRATEGIC GOALS

- **Reply immediately to on-line requests** – Respond in to on-line membership requests in a timely manner.
- **Provide Assistance League Business Cards** - Encouraged members to carry Assistance League business cards to pass out to prospective members and to refer them to our website for additional information. Business cards would be available at the office and members will be reminded to hand them out in our monthly newsletters and at regular meetings.
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- **Develop a recruitment video** - The Membership Committee would like to coordinate with Marketing to create an updated “Assistance League of Greater Collin County specific” video to be shown at our recruitment events and possibly post on our website.
- **Post Social Media Recruitment Posts** - The Membership Committee would also like to consider posting to social media sites, such as Next Door, Facebook, and possibly in a local paper for prospective members.

Objective Three: Increase participation in programs and activities (A)

- **Engaging Members by** hosting “member only” coffees and happy hours, and possibly plan a few group outings. Membership will encourage attendance by sending email invites to all members.
- **Reward VIP membership Levels** - Award members who've been in Assistance League of Greater Collin County for 5, 10, and over 15 years. A star will be placed on their badges – red for 5, blue for 10, and gold for 15 and over. This creates a way to continuously recognize members for their loyalty and service. The Membership Chairman will tabulate the years. The hearts will be presented each year at the August meeting as a way to start the year off with member appreciation.
- **Check on members** – Members who have missed two general meetings in a row will be sent a welcoming email by the monthly meeting liaison inquiring about their absences. If absences continue, the VP of Membership will call the absent member to determine why they are not attending and what can be done to bring them back. Committee chairmen should be encouraged to contact all committee members who miss two meetings in a row. Members need to know that they are missed and appreciated. The VP of Membership and the monthly meeting liaison will evaluate the success of this contact based on an increase in attendance.
- **Search for Volunteer and Social Events** - The Membership Committee will research possible volunteer and social events that involve spouses and possibly family members. At least one to two events will be scheduled each year. These events will be identified as we find, approve and organize them. An “End of Year” Event would also be scheduled on or about May 15th.

STRATEGIC GOALS

- **Acknowledge a “Volunteer of the Month”** - Each month the member who has the most volunteer hours for the previous month will be recognized at the general meeting (Board members excluded). This will encourage members to be involved, take leadership positions, and turn in their hours. Once a member has been recognized, they can't be recognized again.
MEMBERSHIP COMMITTEE
- **Acknowledge members by having a “Spot Light of the Month”** – A member will be chosen to be the Spot Light Member of the month in the Assistance League of Greater Collin County Newsletter. This allows members to share information about themselves to other members and helps us all to get to know one another better.
- **Reward Members** - The member who recruits the most members in a year will be recognized at the May general meeting. This will encourage members to recruit and allow our chapter to show our appreciation of this member for all their efforts. This is also the most effective way to get new members.

June 1, 2023 to May 31, 2024

Objective One: Develop and implement a comprehensive orientation plan (A)

- **Maintain the “Fact Sheet”** - Our current one page flyer for prospective members is fluid and will be continuously updated as a means to keep all members and prospective members updated.
- **Provide New Members with the “Tools of Membership”** - Membership will meet with all prospective members when needed and will provide the prospective member access to the local and national website. The new members will also receive a key to the office.

Objective Two: Develop an active recruitment plan (A)

- **Host a Recruitment Coffee** - A morning Coffee will be held early in the year at the ALGCC Office or possible outside venue.
- **Host a Recruitment Wine and Cheese** - An evening Wine and Cheese event will be held at mid-year at the Assistance League of Greater Collin County office or possible outside venue.
- **Reply immediately to on-line requests** – Respond in to on-line membership requests in a timely manner.
- **Provide Assistance League Business Cards** - Encouraged members to carry Assistance League business cards to pass out to prospective members and to refer them to our website for additional information. Business cards would be available at the office and members will be reminded to hand them out in our monthly newsletters and at regular meetings.

MEMBERSHIP COMMITTEE

STRATEGIC GOALS

- **Reward Members for Recruitment Efforts** - The member who recruits the most members in a year will be recognized at the May General meeting. This will encourage members to recruit which is the most effective way to get new members.
- **Develop a recruitment video** - The Membership Committee would like to coordinate with Marketing to create an updated “Assistance League of Greater Collin County specific” video to be shown at our recruitment events and possibly post on our website.
- **Post Social Media Recruitment Posts** - The Membership Committee would also like to consider posting to social media sites, such as Next Door, Facebook, and possibly in a local paper for prospective members.

Objective Three: Increase participation in programs and activities (A)

- **Engaging Members by** hosting “member only” coffees and happy hours, and possibly plan a few group outings. Membership will encourage attendance by sending email invites to all members.
- **Reward VIP membership Levels** - Award members who’ve been in Assistance League of Greater Collin County for 5, 10, and over 15 years. A star will be placed on their badges – red for 5, blue for 10, and gold for 15 and over. This creates a way to continuously recognize members for their loyalty and service. The Membership Chairman will tabulate the years. The hearts will be presented each year at the August meeting as a way to start the year off with member appreciation.
- **Check on members** – Members who have missed two general meetings in a row will be sent a welcoming email by the monthly meeting liaison inquiring about their absences. If absences continue, the VP of Membership will call the absent member to determine why they are not attending and what can be done to bring them back. Committee chairmen should be encouraged to contact all committee members who miss two meetings in a row. Members need to know that they are missed and appreciated. The VP of Membership and the monthly meeting liaison will evaluate the success of this contact based on an increase in attendance.
- **Search for Volunteer and Social Events** - The Membership Committee will research possible volunteer and social events that involve spouses and possibly family members. At least one to two events will be scheduled each year. These events will be identified as we find, approve and organize them. An “End of Year” Event would also be scheduled on or about May 15th.
- **Acknowledge a “Volunteer of the Month”** - Each month the member who has the most volunteer hours for the previous month will be recognized at the general meeting (Board members excluded). This will encourage members to be involved, take leadership positions, and turn in their hours. Once a member has been recognized, they can’t be recognized again.

MEMBERSHIP COMMITTEE

STRATEGIC GOALS

- **Acknowledge members by having a “Spot Light of the Month”** – A member will be chosen to be the Spot Light Member of the month in the Assistance League of Greater Collin County Newsletter. This allows members to share information about themselves to other members and helps us all to get to know one another better.
- **Reward Members** - The member who recruits the most members in a year will be recognized at the May general meeting. This will encourage members to recruit and allow our chapter to show our appreciation of this member for all their efforts. This is also the most effective way to get new members.

FINANCE COMMITTEE

Value Propositions and Goals

The Finance Committee will organize and oversee Assistance League of Greater Collin County finances.

The Finance Committee will accomplish this critical success factor through the ability to do the following:

- Prepare, monitor and amend annual budgets
- Track budget line items and send to respective committees as needed/requested

During each of the following three years, the Finance Committee will annually demonstrate the delivery of value by measuring the following:

- Accuracy of our budgeting process
- Number of volunteer hours/fundraising efforts needed to support programs

STRATEGIC GOALS

June 1, 2021 to May 31, 2022

Train alternate member in finance (A)

Maintain a balance budget necessary to meet the needs of Assistance League of Greater Collin County and the community it serves (B)

June 1, 2022 to May 31, 2023

Continue to assign alternate member in finance (A)

Maintain a balance budget necessary to meet the needs of Assistance League of Greater Collin County and the community it serves (B)

June 1, 2023 to May 31, 2024

Continue to assign alternate member in finance (A)

Maintain a balance budget necessary to meet the needs of Assistance League of Greater Collin County and the community it serves (B)

MARKETING COMMUNICATIONS COMMITTEE

Value Propositions and Goals

The Marketing Communications Committee will increase the visibility of the Assistance League of Greater Collin County brand with the goal of increasing name recognition, donations, and membership.

Marketing Communications will accomplish this critical success factor through the following:

- Use of the developed plan to increase external visibility
- Use of philanthropic program outcome data for marketing purposes
- Promoting our chapter through social media including Facebook, Instagram, LinkedIn, and Next door
- Advertising in local print media and online
- Develop potential speaker bureau list
- Creation of video stories
- Maintaining an informative email communication channel with the use of Constant Contact

As a result of developing an involved and active Marketing Communications Committee and developing sustaining relationships with individuals with marketing experience with the Assistance League of Greater Collin County Advisory Council and others in the wider community, the Committee will realize an increased ability to generate and support ideas for marketing Assistance League of Greater Collin County to the greater Collin County community. during each of the following three years, the Marketing Communications Committee will demonstrate the delivery of value by measuring the following:

- Number of outreach efforts, tracking and reporting on outcomes using Facebook and Instagram analytics determining how many people reached, number of engagements, and local companies who have connected/follow
- Number of advertisements and posts published in print and online, social media platforms
- Number of TV or video stories developed and aired to whom
- Number on the mail distribution list
- Distribution of external newsletter to outside donors and corporations

MARKETING COMMUNICATIONS COMMITTEE

STRATEGIC GOALS Build Awareness

June 1, 2021 to May 31, 2022

Corporate Partnerships (B)

- Continue to build upon lists of businesses National, Dallas, Collin County with links to their philanthropic programs aligned with our 5 star philanthropic programs: Clothing, Literacy Supplies, Health and Hunger.
- Connect with business through social media using appropriate hashtags and posts.
- Identify and connect to businesses that give to other nonprofits in our community.
- Connect with Local Profile McKinney online, House warmers of Allen online to promote events and chapter visibility.
 - In current COVID conditions, connection will be via email and Zoom meetings.
 - Provide external newsletter communication
- Consider seeking annual financial donations from corporations that are interested in supporting Assistance League of Greater Collin County as a Corporate Partners at levels to be determined

Technology

- Coordinate with the Technology committee to meet member needs and training for any platforms being used during COVID practices of social distancing i.e. Zoom meetings, Microsoft Teams, Canva design software (C)
- Chair a sub-committee to explore possibilities for continuing financial support by encouraging more member participation in establishing business partnerships (B)

STRATEGIC GOALS Build Awareness

June 1, 2022 to May 31, 2023

Update future goals as progress is made on goals from previous year

Promote North Texas Giving Day campaign (B)

Promote all chapter fundraising events by all means available to us (B) (C)

Continue chapter visibility with increased utilization of website and social media platforms by all members (B)

Encourage members of the Marketing Communications committee to be an integral part of each program with Assistance League of Greater Collin County (C)

Continue to promote and educate on the use of new software platforms such as Canva design software, Microsoft Teams, Zoom (C)

MARKETING COMMUNICATIONS COMMITTEE

STRATEGIC GOALS Build Awareness

Continue to build awareness internally and externally of the programs offered by Assistance League of Greater Collin County (B)

Maintain online monthly calendar (C)

Maintain current website with updates. (C)

Pursue frequent communications and engagement with contributors. (B)

Continue to seek corporate partnerships with local businesses. (B)

June 1, 2023 to May 31, 2024

Update future goals as progress is made on goals from previous year

Promote North Texas Giving Day campaign (B)

Promote all chapter fundraising events by all means available to us (B) (C)

Continue chapter visibility with increased utilization of website and social media platforms by all members (B)

Encourage members of the Marketing Communications committee to be an integral part of each program with Assistance League of Greater Collin County (C)

Continue to promote and educate on the use of new software platforms such as Canva design software, Microsoft Teams, Zoom (C)

Continue to build awareness internally and externally of the programs offered by Assistance League of Greater Collin County (B)

Maintain online monthly calendar (C)

Maintain current website with updates. (C)

Pursue frequent communications and engagement with contributors. (B)

Continue to seek corporate partnerships with local businesses. (B)

RESOURCE DEVELOPMENT

Value Propositions and Goals

The Resource Development Committee will raise sufficient funds to maintain and expand current Assistance League of Greater Collin County programs and will raise sufficient funds to meet the operating costs of Assistance League of Greater Collin County.

The Resource Development Committee will accomplish this critical success factor by increasing funding for Assistance League of Greater Collin County to provide enhanced services to the community. This measurement will be taken for each of the following three years and be compared to the average of the past two years.

By partnering and building relationships with current and additional donors, Assistance League of Greater Collin County will realize support for all programs through the ability to achieve the following:

- Continue implementing a fundraising plan to provide financial resources by increasing 5% and reevaluate quarterly.
- Design a program to seek external financial support and contributions through a donor program.
- Encourage endowment contributions and other contributions such as birthday, wedding and memorial gifts.

During each of the following three years, the Resource Development Committee will annually demonstrate delivery of value by 5% by measuring data points from year end reports:

- Implementation of a fundraising plan to provide financial resources
- Philanthropic programs seeking external financial support and contributions
- Endowment contributions, gifts, and other contributions

RESOURCE DEVELOPMENT

STRATEGIC GOALS

June 1, 2021 to May 31, 2022

Actively involve the membership (90%) in supporting our fund-raising activities (A)

Pursue frequent communications and engagement with donors monthly through our newsletter (B)

Identify community resources and develop promotional opportunities (B)

Develop and implement publicity and marketing plans for each event (C)

June 1, 2022 to May 31, 2023

Actively involve the membership (90%) in supporting our fundraising activities (A)

Pursue frequent communications and engagement with donors through our newsletter (B)

Identify community resources and develop promotional opportunities (B)

Develop and implement publicity and marketing plans for each event (C)

June 1, 2023 to May 31, 2024

Actively involve the membership (90%) in supporting our fund-raising activities (A)

Pursue frequent communications and engagement with donors monthly through our newsletter (B)

Identify community resources and develop promotional opportunities (B)

Develop and implement publicity and marketing plans for each event (C)

STRATEGIC PLANNING

The Strategic Planning Committee will create and present to Assistance League of Greater Collin County Board of Directors and the membership a three-year strategic plan for the Greater Collin County chapter.

The Strategic Planning Committee will accomplish this critical success factor through the ability to achieve the following:

- Present a strategic plan framework including vision, mission, and core values
- Develop clearly stated value propositions for all programs and all standing committees
- Measure and evaluate programs and standing committee objectives each year using annual year end reports

As a result of applying critical reasoning, the Strategic Planning Committee influences the performance and viability of the organization. Tangible and intangible benefits will be realized for the chapter aligned around goals and outcomes to meet specific identifiable community needs.

Strategic Planning Committee, together with the Board will evaluate the annual year end reports for measurable outcomes for all philanthropic programs and all standing committees.

STRATEGIC GOALS

June 1, 2021 to May 31, 2022

Use evaluations, update strategic plan with Assistance League of Greater Collin County programs and standing committees chairpersons using a three-year rolling plan (C)

Maintain and update information regarding Assistance League of Greater Collin County as Gold status on the GuideStar website (B)

In conjunction with the Membership Committee, conduct a bi-annual survey for members to share information and provide input (C)

June 1, 2022 to May 31, 2023

Use evaluations, update strategic plan with Assistance League of Greater Collin County programs and standing committees chair persons using a three-year rolling plan (C)

Maintain and update information regarding Assistance League of Greater Collin County as Gold status on the GuideStar website (B)

In conjunction with the Membership Committee, conduct a bi-annual survey for members to share information and provide input (C)

STRATEGIC PLAN

June 1, 2023 to May 31, 2024

Value Propositions and Goals

Use evaluations, update strategic plan with Assistance League of Greater Collin County programs and standing committees chairperson to create a new three year rolling strategic plan to be implemented in 2021-2024 (C)

Maintain and update information regarding Assistance League of Greater Collin County as Platinum status on the GuideStar website (B)

In conjunction with the Membership Committee, conduct a bi-annual survey for members to share information and provide input (C)

TECHNOLOGY COMMITTEE

Value Propositions and Goals

The Technology Committee will determine technology needs of the chapter, educate members in the use of new applications, and support a window to the public for communication and transparency.

The technology Committee will accomplish this critical success factor through the ability to do the following:

- Analyze technology needs for the chapter
- Provide technology training to membership
- Maintain and enhance chapter website
- Ensure records and documents are maintained on secure storage devices
- Maintain computer software, hardware, and multi-media equipment

Tangible and intangible benefits will result in an increased ability to maintain an up-to-date organization that enables the chapter to perform in a more productive manner.

The Technology Committee will annually demonstrate the delivery of value by measuring the following:

- Technology items are up to date and meet the needs of the membership
- Documents are backed up to secure computer storage
- Membership is trained in technology areas needed
- Website is reviewed and updated in collaboration with President and VP Marketing Communications
- Replacement of technology items are planned and budgeted

TECHNOLOGY COMMITTEE

STRATEGIC GOALS

June 1, 2021 to May 31, 2022

Support Assistance League of Greater Collin County with technology needs (C)

Support transparency through the use of technology within our community (C)

June 1, 2022 to May 31, 2023

Support Assistance League of Greater Collin County with technology needs (C)

Support transparency through the use of technology within our community (C)

June 1, 2023 to May 31, 2024

Support Assistance League of Greater Collin County with technology needs (C)

Support transparency through the use of technology within our community (C)

Replace computers and update software as needed (C)

GRANTS COMMITTEE

Value Propositions and Goals

The Grants Committee will pursue and implement grant applications with companies and organizations in order to raise funds to maintain and expand current Assistance League of Greater Collin County programs.

The Grants Committee will accomplish this critical success factor by increasing funding for Assistance League of Greater Collin County to provide enhanced services to the community. This measurement will be taken for each of the following three years and be compared to the average of the past two years.

By submitting grant applications, Assistance League of Greater Collin County will realize maximum support for all programs through the ability to achieve the following:

- Increased financial resources
- Building relationships and partnering through the grant process for long term financial success for Assistance League of Greater Collin County

During each of the following three years, the Grants Committee will annually demonstrate delivery of value by measurement of the following:

- Financial dollars contributed through grant awards
- Maintain documentation of the grant process using spreadsheet that will show the status of the grant

GRANTS COMMITTEE

STRATEGIC GOALS

June 1, 2021 to May 31, 2022

Retain current companies and foundations that awarded grants to Assistance League of Greater Collin County in the past years (B)

Investigate new grant possibilities from foundations and companies that support community members in need in Collin County (B)

Pursue community service organizations in Greater Collin County (B)

June 1, 2022 to May 31, 2023

Retain current companies and foundations that awarded grants to Assistance League of Greater Collin County in the past years (B)

Investigate new grant possibilities from foundations and companies that support community members in need in Collin County (B)

Pursue community service organizations in Greater Collin County (B)

June 1, 2023 to May 31, 2024

Retain current companies and foundations that awarded grants to Assistance League of Greater Collin County in the past years (B)

Investigate new grant possibilities from foundations and companies that support community members in need in Collin County (B)

Pursue community service organizations in Greater Collin County (B)

ASSISTEENS

Value Propositions and Goals

Assisteens, an auxiliary of Assistance League of Greater Collin County, will provide an opportunity for 7th through 12th graders to earn volunteer hours and learn leadership skills.

The auxiliary will achieve this critical success factor through an ability to do the following:

- Maintain their membership at or above 12 members
- Provide volunteer opportunities throughout the year
- Encourage members to be responsible leaders

By maintaining an active membership participating in volunteer opportunities, this auxiliary will increase the positive impact Assistance League of Greater Collin County has on the community.

Strategic goals

June 1, 2021 to May 31, 2022

Maintain active membership (A)

Increase awareness of Assistance League of Greater Collin County and Assisteens through social media outlets and external communications (A)

June 1, 2022 to May 31, 2023

Maintain active membership (A)

Increase awareness of Assistance League of Greater Collin County and Assisteens through social media outlets and external communications (A)

June 1, 2023 to May 31, 2024

Maintain active membership (A)

Increase awareness of Assistance League of Greater Collin County and Assisteens through social media outlets and external communications (A)

BYLAWS COMMITTEE

Value Propositions and Goals

The Bylaws Committee will ensure that the chapter bylaws and standing rules are kept in compliance with National requirements along with supporting the chapter's needs.

The Bylaws Committee will accomplish this critical success factor through the ability to do the following:

- Ensure that the chapter has up-to-date bylaws and standing rules documents available to membership.
- Study the bylaws and standing rules and prepare recommended amendments for vote of the board and membership.

Strategic Goals

June 1, 2021 to May 31, 2022

Apply all Assistance League of Greater Collin County template changes to bylaws and standing rules as needed (A)

Inform membership of template changes within 30 days of notification (A)

Ensure that the bylaws and standing rules are kept current on the chapter website (A)

Educate members on the content of the bylaws and standing rules at regular meetings in collaboration with the Education Committee Chairman (A)

Ensure that bylaws and standing rules are presented to new members during their orientation (A)

Present at Board Training a review of the bylaws and standing rules (A)

June 1, 2022 to May 31, 2023

Apply all Assistance League of Greater Collin County template changes to bylaws and standing rules as needed (A)

Inform membership of template changes within 30 days of notification (A)

Ensure that the bylaws and standing rules are kept current on the chapter website (A)

Educate members on the content of the bylaws and standing rules at regular meetings in collaboration with the Education Committee Chairman (A)

Ensure that bylaws and standing rules are presented to new members during their orientation (A)

Present at Board Training a review of the bylaws and standing rules (A)

BYLAWS COMMITTEE

Strategic Goals

June 1, 2023 to May 31, 2024

Apply all Assistance League template changes to bylaws and standing rules as needed (A)

Inform membership of template changes within 30 days of notification (A)

Ensure that the bylaws and standing rules are kept current on the chapter website (A)

Educate members on the content of the bylaws and standing rules at regular meetings in collaboration with the Education Committee Chairman (A)

Ensure that bylaws and standing rules are presented to new members during their orientation (A)

Present at Board Training a review of the bylaws and standing rules (A)

OFFICE MANAGEMENT COMMITTEE

Value Propositions and Goals

The Office Management Committee is responsible for coordinating and streamlining the use of the chapter office space.

The Office Management Committee will accomplish this critical success factor through the ability to do the following:

- All building codes are adhered to
- Security measures are implemented by membership
- Provide ample space for philanthropic programs needs

During each of the following three years, the Office Management Committee will annually demonstrate the delivery of value by measuring the following:

- Building code violations
- Security alarm violations

Strategic Goals

June 1, 2021 to May 31, 2022

Ensure that the office is clean and has inviting atmosphere for all volunteers (C)

June 1, 2022 to May 31, 2023

Ensure that the office is clean and has inviting atmosphere for all volunteers (C)

June 1, 2023 to May 31, 2024

Ensure that the office is clean and has inviting atmosphere for all volunteers (C)