



**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 and implement an active recruitment plan
- Increase member 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 utilizing internal and external partnerships

Philanthropic Programs

- Measure and evaluate program and committee objectives to ensure success
- 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 via external partnerships and use of social media
- Increase and improve internal communication
- Strengthen and support membership
- Provide financial and human resources to ensure success