



2024-2027 Strategic Plan

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 to increase resources and the number of people served.

STRATEGIES

Membership

- Develop and maintain 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 enhanced
- Identify community resources and develop promotional opportunities
- Develop corporate partnerships with national, state, county-wide, and local entities

Philanthropic Programs

- Measure and evaluate program and committee objectives
- Develop and use philanthropic program outcome data for marketing and resource development publicized on appropriate social media platforms
- Assess community needs versus the impact of current programs
- Implement Program changes that maximize benefit to evolving community needs

Overarching Objectives

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