



JUNIOR LEAGUE OF GREENSBORO

STRATEGIC PLAN 2018-2028

STRATEGIC GOALS AND PROGRAM OBJECTIVES

FOUNDATION

OUR MISSION

The Junior League of Greensboro (JLG) 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.

VISION

Developing Women Leaders to Create Lasting Community Impact

VALUES

The Junior League of Greensboro is guided by the following values:

- A membership that is inclusive of all women who believe in the importance of women's civic leadership.
- The power of collaboration across all sectors to create sustainable and thriving communities.
- The significance of women exercising leadership widely and broadly throughout the community.
- A League environment that encourages diversity of opinion and supports multigenerational engagement.

REACHING OUT

The Junior League of Greensboro reaches out to women of all races, ages (over 21 years), faiths, national origins, and sexual orientations who demonstrate an interest in and a commitment to voluntarism.

COMPETITIVE ADVANTAGE

The Junior League of Greensboro connects people, advances women and transforms communities.

MEMBERSHIP SUSTAINABILITY

- The JLG will intentionally diversify communication, volunteer opportunities, meeting times, etc. to meet the needs of our changing demographic (race, age, workstyles, communication needs, etc.)
- The JLG will provide consistent annual training opportunities in the areas of financial literacy, project management, and leading others to insure members have the opportunity to develop transferable skills.
- The JLG will have a system in place to support members' ability to determine their own learning experiences and to accommodate different levels of commitment in which to realize their leadership development goals.
- The JLG will move to a competence-based nominating structure to ensure compliance with AJLI best practice.

FINANCIAL SUSTAINABILITY

- The JLG will develop a plan to eliminate all debt on the Junior League house, 3101 W. Friendly Ave., Greensboro, NC 27408, by 2023.
- The JLG will have a \$1,000,000 endowment by our 100th anniversary in 2027-2028.
- The JLG will maximize funding contributed to the community by implementing good stewardship practices.
- The JLG will strategically schedule fundraisers to align with its mission, avoid over-taxing the community, and ensure desired revenue. All new fundraisers must have an implementation and exit timeline reviewed and approved by the Board of Directors.
- Signature fundraisers will occur, at a minimum, every four (4) years.

BRAND SUSTAINABILITY

- The JLG will develop consistent internal and external marketing strategies aligned with its mission.
- The JLG will gain clarity about its brand and pursue community issues and fundraising opportunities that are aligned with its mission and brand.
- The JLG will develop a visual historical timeline (at Headquarters, the Bargain Box, and on the website) of the JLG's contributions to Greensboro.
- The Board of Directors will review the focus of our community programs annually.



STRATEGIC PLAN 2018-2028

BOARD AUTHORIZATION

The 2018-2019 Board of Directors of the Junior League of Greensboro, North Carolina, Incorporated, hereby adopts and authorizes the implementation of the Strategic Plan as set out above. Authorization by signature designates each Board member's approval of the strategic direction and plan described in this document.

Adopted and authorized this the 7th day of January, 2019 by:

Handwritten signature of Christon Halkiotis in black ink.

Christon Halkiotis, President

Handwritten signature of Jenilee Fleetwood in black ink.

Jenilee Fleetwood, President-Elect

Handwritten signature of Leigh Anne Bullin in black ink.

Leigh Anne Bullin, Executive Vice-President

Handwritten signature of Brittany Midyette in blue ink.

Brittany Midyette, Treasurer

Handwritten signature of Sarah George in black ink.

Sarah George, Secretary

Handwritten signature of Megan LeFavre in blue ink.

Megan LeFavre, Nominating Chair

Handwritten signature of Carley Mann in black ink.

Carley Mann, At-Large Director

Handwritten signature of Gillian Goodman in black ink.

Gillian Goodman, At-Large Director

Handwritten signature of Teresa Vincent in black ink.

Teresa Vincent, At-Large Director

Handwritten signature of Jeri D'Lugin in black ink.

Jeri D'Lugin, At-Large Director