Assistance League® of Tucson
Strategic Plan

Mission
Volunteers working in the Tucson community to help those in need.

Vision
Recognized as a leading force in Tucson for hope and positive change.

Values

Commitment
Compassionate and caring service

Leadership
Visionary, ethical professionals, sensitive to individuals

Ethics
Honesty and authenticity in communication and action

Accountability
Prudent fiscal and physical responsibility and evaluations

Respect
Appreciation and consideration for others

Goals

Branding
Increase our name recognition

Membership
Recruit and retain members

Philanthropic Programs
Support identified community needs

Resource Development
Maintain and grow resources

Strategies

Branding
- Increase all media exposure
- Explore joining professional organizations

Membership
Retain
- Assess and address membership satisfaction
  - Obligations
  - Participation
  - Appreciation
- Ensure member awareness of volunteer opportunities
- Improve training and mentoring

Recruit
- Develop chapter story for member use
- Expand community outreach via Speakers Bureau
- Explore creation of ancillary membership opportunities

Philanthropic Programs
- Establish program outcome measures
- Evaluate program outcomes
- Develop relationships with upper-level decision makers in each organization we serve

Resource Development
- Develop and maintain sustainable relationships with businesses and donors
- Identify areas where paid professional assistance would increase productivity while decreasing volunteer workload
- Establish ways to recognize donors and show appreciation
- Develop and monitor a fiscally responsible budget

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