

# Assistance League® of Tucson 2022-2027 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 individual needs

**Ethics** Integrity and authenticity in action and communication

**Accountability** Prudent fiscal and physical management, transparency, and assessments

**Respect** Appreciation and consideration for all

## Goals

### Campus Assessment and Redevelopment

Evaluate/redesign buildings to improve function  
Streamline processing to improve workflow

### Membership Development

Increase active member base  
Retain membership by 90% annually  
Maintain 40,000+ volunteer hours per year  
Diversify member base

### Leadership Development and Support

Address Chapter leadership succession planning  
Assess the need for paid positions

### Financial Growth

Grow revenue streams we control  
Grow revenue streams we solicit

### Marketing

Increase brand recognition and link our programs to our name

### Philanthropic Programs

Adapt programs to changing circumstances and community needs

## Strategies

### Campus Assessment and Redevelopment

- Assess needs to ensure positive social environment for volunteers
- Evaluate equipment, fixtures, and floor space for optimal function

### Membership Development

- Increase members by 2% annually using all available channels.
- Assess mentoring structures and member education
- Review members expectations and responsibilities
- Communicate member opportunities
- Develop Diversity, Equity and Inclusion Policy

### Leadership Development and Support

- Draft Chapter Succession Plan in 2023
- Explore potential paid staff

### Financial Growth

- Develop Thrift Shop Plan to increase revenue by 5%
- Expand solicitations and increase by 4%
- Craft campaign to encourage member participation

### Marketing

- Expand social media followers and email contacts by 25%
- Continue to develop community alliances
- Create annual Marketing Plan to further Chapter growth

### Philanthropic Programs

- Increase the number we serve by 3%.
- Develop and maintain relationships with community partners
- Continue to review outcomes and community impact
- Determine number of volunteers required for programs

\*These percentages are annual increases.