**Assistance League® of Tucson**
**2022-2027 Strategic Plan**

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

**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

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

**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.*

Approved by membership 03092022 Filed by consultant 03222022