

Assistance League® of Tucson 2023-2028 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 overall campus for optimal function

Membership Development

Increase active member base
Retain membership by 90% annually
Maintain 55,000+ volunteer hours per year
Diversify member base

Leadership Development and Support

Address Chapter leadership succession planning
Evaluate overall leadership structure

Financial Growth

Grow revenue streams we control
Grow revenue streams we solicit

Marketing and Communications Relations

Increase brand recognition and link our programs to our name

Philanthropic Programs

Make the most effective use of our funds with our programs
Assess community needs
Ensure programs meet 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 over the end-of-year reported number.
- Align member skill and interest with chapter needs.
- Communicate member responsibilities, member opportunities, and review member expectations.
- Develop member recruitment and retention plan.

Leadership Development and Support

- Draft Chapter Succession Plan in 2023.
- Continue to assess board and staffing effectiveness.

Financial Growth

- Develop Thrift Shop Plan to increase revenue by 5% over prior year actuals.
- Expand solicitations and increase by 4% over prior year actuals.
- Create a Plan to encourage member participation.

Marketing and Community Relations

- Create annual Marketing and Communication Plan to further chapter growth.
- Continue to develop community alliances.
- Expand social media followers and email contacts by 10%.

Philanthropic Programs

- Create a plan to assess community needs.
- Develop and maintain relationships with community partners.
- Continue to review outcomes and programs impact.
- Determine number of volunteers needed for programs.