

The Junior League of Miami
Strategic Plan

MISSION

The Junior League of Miami, Inc. is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of volunteers. Its purpose is exclusively educational and charitable.

VISION

To empower Miami's women, children and families to conquer challenges they face and to be catalysts for lasting community change.

REACHING OUT STATEMENT

JLM reaches out to diverse women who demonstrate an interest in and commitment to voluntarism.

GOAL I. Increase Member Recruitment, Retention. and Satisfaction

STRATEGIES:

- A. Recruit Diverse Members Committed to Voluntarism and Civic Leadership
- B. Provide Community Leadership Opportunities including hands on, formal and informal training to Maximize Their Potential as Civic Leaders
- C. Increase JLM Member Retention in All Membership Categories
- D. Improve Member Satisfaction with their JLM Experience including Leadership Opportunities, Sustainable Community Impact and League Decision Making

GOAL II. Maximize Community Impact Within Our Focus Area of Families at Risk.

STRATEGIES:

- A. Develop and support programs that impact our community through measurable, systemic, beneficial and lasting change .
- B. Increase Public Awareness of JLM's Positive Impact in the Community through an Integrated Communications Plan, Emphasizing the Leadership Assets of its Members and the Sustainable Impact of our Community Services
- C. Provide Services to Break the Cycle of Violence for Women and Children through Community Programs, Advocacy and Education.

GOAL III. Sustain Financial Performance and Improve Operational Efficiency

STRATEGIES:

- A. Achieve Long Term Financial Security through Sources of Revenue Other than Member Dues
- B. Implement Staffing Systems that Support the Financial, IT, Fundraising and Administrative Operations
- C. Monitor Accounting Process to Ensure Financial Control and Fiscal Responsibility
- D. During the 2014-2015 League Year Establish and Implement a Dashboard that Evaluates the Impact of Member Engagement, Community Impact and Sustainable Operations
- E. By the 2015-2016 League Year, complete the Transition to the Governance/Management Split Structure
- F. During the 2014-2015 League Year, Review and Revise the Strategic Plan to Include Measurable Goals and Timeframes