



Second Century Strategic Plan

Junior League of Miami (JLM) Strategic Plan 2025-2029



Strategic Objective:

Palpable Community Impact

Overview:

Junior League of Miami, Inc. (JLM or the League) will become a respected partner and pillar within the community, particularly around our issue area of food security. The League focuses our members' energy, resources and time in a manner that creates the greatest impact in this area.

Goals:

1. Introduce updated criteria and metrics for tracking our selection of community partners as well as a metrics-driven approach to measure the impact of our programs and relationships.
2. Understand and use demographic data to support our focus area, projects, issue-based impacts of community partners, and advocacy efforts
3. Identify and execute a measurable goal in our focus area that impacts Miami-Dade County and begin working on it when established.
4. Determine and develop a new signature or flagship project; a long-term community project that makes a big impact in Miami-Dade County.

Values Statement is adopted from the Association of Junior Leagues International at <https://brand.ajli.org/#values>

Mission Statement: The Junior League of Miami, Inc. is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training. Its purpose is exclusively educational and charitable.



Strategic Objective:

Enhanced Member Engagement

Overview:

JLM recruitment and retention efforts will work towards a combined goal of increasing membership. JLM membership will reflect the diversity of our community and provide a League experience that is enriching to our members' lives.

Goals:

1. Embed diversity and inclusion through the entire membership experience, beginning with recruitment, and all aspects of League life.
2. Execute a recruiting plan that acknowledges gaps in diversity as defined by the racial, ethnic, age, wealth, and educational demographics of Miami-Dade County.
3. Increase retention and decrease attrition for all members.
4. Map and measure the touchpoints and milestones along the membership continuum to determine opportunities to increase retention and engagement.

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Strategic Objective:

Operational Stability

Overview:

JLM will prioritize its operational stability with a focus on financial stewardship and talent infrastructure.

Goals:

1. Diversify fundraising efforts so that 60% of income is derived from non-event and non-dues revenue.
2. Research the potential revenue stream of JLM Headquarters as an event space and assess its economic viability for its future use.
3. Maintain financial stewardship of assets by quantifying and reporting on prudent investment in coordination with the JLM Foundation.
4. Create a succession plan for developing the executive leadership roles essential for the function of JLM.

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Strategic Objective:

Uplifted Visibility

Overview :

JLM will become known as a champion and community resource within our focus area and sets the standard for a women's volunteer organization to empower civic leaders.

Goals:

1. As a convener in our focus area, prioritize connecting other non-profits, elected officials and community leaders to create meaningful opportunities where our members can act as ambassadors for JLM.
2. Execute a marketing plan that clearly and consistently communicates the League's focus area, community role, and organizational and individual member accomplishments. Update all League branding and marketing materials with a Diversity Equity Inclusion and Belonging lens.
3. Establish long-term partnerships with corporations for recruitment and sponsorship opportunities.
4. Increase engagement with other Junior Leagues, Florida State Public Affairs Committee (FLSPAC), and Association of Junior League International (AJLI).

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Strategic Objective:

Deeper Learning

Overview :

JLM will train members to understand both the JLM organization and basic non-profit governance to develop leaders within our League and our community.

Goals:

1. Develop more than 50% of our members to be ambassadors in our focus area by providing related training and learning experiences.
2. Educate members on the business and financial operations of JLM Inc., JLM Foundation, and JLM Headquarters.
3. Qualify and empower members to serve in JLM leadership roles through activities focused on leadership development, mentoring, and training.
4. Prepare members to become civic leaders and serve in other non-profit leadership roles.

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