



JUNIOR LEAGUE OF
MEMPHIS

PROMOTING VOLUNTARISM
IMPROVING COMMUNITIES
DEVELOPING THE POTENTIAL OF WOMEN

LONG RANGE PLAN

Last updated Fall 2018

LONG RANGE PLAN GOALS

1. STRENGTHEN COMMUNITY AND CIVIC RELATIONSHIPS THROUGH EFFECTIVE COMMUNICATION STRATEGIES.

The Junior League of Memphis will continue strengthening its community and civic relationships by effectively communicating information regarding our programs and partnerships, hands-on service and advocacy. JLM strives to play a strategic role in facilitating conversations among community organizations, leaders and other stakeholders, to determine how we can help address the unique needs of each community we serve.

2. CULTIVATE AN EFFECTIVE AND REPUTABLE LEADERSHIP TRAINING PROGRAM.

The Junior League of Memphis believes one of the most important assets it has is its trained volunteers. Training, empowering and challenging our volunteers allows them to develop their own potential. JLM offers its membership training experiences not just in a classroom setting, but also through the volunteer work and leadership roles in which they participate. Volunteers learn valuable lessons from the experiences, mistakes and accomplishments in their JLM careers that can transfer to their lives.

3. CONTINUE TO EXECUTE A FUNDRAISING STRATEGY CONSISTENT WITH THE SIZE AND STATUS OF OUR ORGANIZATION WITHIN THE MEMPHIS COMMUNITY.

Ensure our funding is directly tied to our mission of improving communities, developing the potential of women and promoting voluntarism.

4. INCREASE MEMBERSHIP ENGAGEMENT THROUGH IMPROVING THE VOLUNTEER EXPERIENCE.

The Junior League of Memphis is a membership organization. We believe that focusing on membership engagement will produce stronger individual members and support recruitment and retention efforts. We are an organization dedicated to creating meaningful experiences and building relationships among our members.

MISSION OF THE JUNIOR LEAGUE OF MEMPHIS

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

VISION OF THE JUNIOR LEAGUE OF MEMPHIS

The Junior League of Memphis differentiates itself from other volunteer organizations through its focus on the development of the potential of women. The JLM believes women are change agents in the community and perceives women as catalysts for lasting change in the Mid-South.

JLM DIVERSITY & INCLUSION STATEMENT

For the Junior League of Memphis, diversity is when inclusion is brought to fruition through actions. There is an understanding of, and respect for, the experiences, backgrounds and lifestyles of members. The members of JLM aim to maintain an environment where every member can see herself in the organization and can freely flourish. The goal is to ensure the communities JLM serves are reflected in JLM's membership.

A BRIEF HISTORY

The Junior League of Memphis ("JLM") has served the Mid-South area since 1922. Since that time, the JLM has devoted itself to training volunteers who collaborate with community partners to address the community's most critical and pressing needs. We were instrumental in the founding of the Memphis Speech and Hearing Center, WKNO, Hope House and many more beloved institutions. Additionally, our community projects such as G.R.O.W. and Kids in the Kitchen continue to make an impact on the community and serve as models that civic leaders want to emulate. Through our long-range plan, we want to ensure that the JLM continues to be a relevant, intentional and proactive non-profit organization into the next decade, build on our achievements and foster an environment that strengthens women as community and civic leaders, while maintaining financial sustainability.

OVERARCHING GOAL

The purpose of the Junior League of Memphis is to develop women as enduring community and civic leaders to create lasting change in the Mid-South.



GOAL 1

STRENGTHEN COMMUNITY AND CIVIC RELATIONSHIPS THROUGH EFFECTIVE COMMUNICATION STRATEGIES.

Background

The Junior League of Memphis will continue strengthening its community and civic relationships by effectively communicating information regarding our programs and partnerships, hands-on service and advocacy. JLM strives to play a strategic role in facilitating conversations among community organizations, leaders and other stakeholders, to determine how we can help address the unique needs of each community we serve.

Objectives

1. ***Increase visibility as change agents, representing more than ourselves by effectively communicating how the JLM differentiates itself.***

The JLM wants to improve its visibility as a resource for volunteers. We hope to do this through strengthening our relationships with community partners. We want to be seen as a force for change and betterment as we pursue our mission of improving the community. The JLM differentiates itself from other volunteer organizations through its network of trained volunteers. It is an organization of women that embraces tackling the big community issues. It's an organization of women that makes things happen. It is important that our programming and leadership in the broader Memphis community help our community partners understand that what the JLM brings to the table is different from any other organization in Memphis.

2. ***Sustain our reputation as a notable source for volunteers.***

The Junior League of Memphis should be the first organization that civic leaders engage with when seeking resources for their causes. The JLM should be a reliable resource to help transform the Mid-South.

3. ***Generate targeted impact for lasting change.***

The JLM embraces an issue-based community impact model. We are committed to revitalizing neighborhoods in and around Memphis through the development of, and participation in, programs that positively impact the communities where people live, work and play.

3. *Create a seamless transition amongst positions.*

The JLM wants every volunteer to succeed. Therefore, it places importance on the transfer of knowledge during transitions in placements and jobs. It is critical that, as volunteers hold placements throughout the organization, there is an intentional and thoughtful transition from the current outgoing leader to the incoming leader. It is imperative that the tasks of the position remain with the role of the placement and not the individual who held the position.



GOAL 2

CULTIVATE AN EFFECTIVE AND REPUTABLE LEADERSHIP TRAINING PROGRAM.

Background

The Junior League of Memphis believes one of the most important assets it has is its trained volunteers. Training, empowering and challenging our volunteers allows them to develop their own potential. JLM offers its membership training experiences not just in a classroom setting, but also through the volunteer work and leadership roles in which they participate. Volunteers learn valuable lessons from the experiences, mistakes and accomplishments in their JLM careers that can transfer to their lives.

Objectives

1. *Provide training opportunities that support the ability for individual and collective community impact.*

The JLM strives to provide positive training opportunities to develop the potential of women. The curriculum should equip women with skills beneficial to the work they do for the community, maximizing the talent of each volunteer. Providing training in this area is important for the JLM to impact the Mid-South, but also to satisfy members' desires to make a difference. The training will cover all aspects of leadership including technology usage, program planning, and personnel management. The purpose of the program is to better equip our leaders with information critical to the success of their JLM work. Part of this training will include ways to cross-collaborate with other leaders/councils to ensure there is a streamlined and consistent approach throughout the JLM.

2. *Challenge, trust and empower our leaders.*

The JLM recognizes the important role leaders play in the organization's ability to fulfill its mission. They oftentimes are the face of the Junior League for our community partners. And in most cases, they are the main connection their committee members have to the Junior League. It is important to make sure leaders feel empowered and trusted to lead. We want to engage leaders to serve as coaches for our membership and to help members develop their skills. We intend to provide a system of constructive feedback to assess performance of all volunteers to help with planning their Junior League careers.

GOAL 3

CONTINUE TO EXECUTE A FUNDRAISING STRATEGY CONSISTENT WITH THE SIZE AND STATUS OF OUR ORGANIZATION WITHIN THE MEMPHIS COMMUNITY.

Background

Ensure our funding is directly tied to our mission of improving communities, developing the potential of women and promoting voluntarism.

Objectives

1. ***Follow Earn/Budget/Spend model to ensure sustainable funding for internal and external programming.***

By following this financial model, the JLM shows our community partners that when we make a commitment, we want to be a long-term partner.

Earn: the money we raise through our various fundraising events and campaigns throughout the year allows us to

Budget: the amount we can invest in our mission-based community programming so that we can

Spend: the money we earned in the previous year that we budgeted for the current year.

2. ***Engage and educate members on how to effectively speak to the community about fundraising initiatives.***

JLM believes it's important for membership and community partners to be engaged and educated on JLM fundraising initiatives. When volunteers are actively coached on fundraising programs, they become more involved in the result. When community partners are educated on our fundraising activities, they will approach us when they need assistance.

3. ***Be a resource to the community to fund impactful initiatives.***

The monies we raise from JLM fundraising activities allow us to support our mission-based community programming in the neighborhoods that we serve. We want the citizens in our programs to know they can count on the JLM to provide both financial and volunteer support.



GOAL 4

INCREASE MEMBERSHIP ENGAGEMENT THROUGH IMPROVING THE VOLUNTEER EXPERIENCE.

Background

The Junior League of Memphis is a membership organization. We believe that focusing on membership engagement will produce stronger individual members and support recruitment and retention efforts. We are an organization dedicated to creating meaningful experiences and building relationships among our members.

Objectives

1. Meet members where they are and help them thrive.

JLM recognizes that the average member is evolving. Research shows members are looking for meaningful community work, a well-run Junior League and membership flexibility to work with complicated schedule demands. Our membership consists of women of all ages with varying professional backgrounds. The JLM is listening to our members and researching how we might evolve our membership structure. We must ensure each member finds her place to thrive within our organization, so she not only wants to stay, but helps us recruit new members.

2. Develop an effective communication strategy to reach members.

One of the most important ways to engage and reach members is through the methods we use to communicate to our members. It is important that the JLM develops a communication strategy that effectively connects with its members. It is critical that JLM recognizes that different methods of communication will need to be utilized based on the information needing to be shared and the membership status needing to be reached.

3. Increase our volunteer force in both numbers and qualifications.

We are an organization of 1,300+ members. By developing the potential of our members, we are developing a volunteer force uniquely equipped to make lasting improvements in the Memphis communities we serve. When a community partner or civic leader needs manpower to accomplish a task, the Junior League of Memphis should be the first organization that comes to mind. connects with its members. It is critical that JLM recognizes that different methods of communication will need to be utilized based on the information needing to be shared and the membership status needing to be reached.



