



Hearts that Care and Hands that Share

Strategic Plan 2016 - 2021

Mission

A nonprofit organization of volunteers dedicated to improving lives in Montgomery County through philanthropic programs.

Vision

To be known in Montgomery County for improving the lives of all residents.

Values

Assistance League of Montgomery County has a history of supporting the vision and talents of volunteers engaged in personal service to our community and embraces the following values:

- Accountability
- Commitment
- Ethics
- Fellowship
- Leadership
- Respect

Goals

Philanthropic Programs—Improve the relevance and effectiveness of each philanthropic program by building on strengths and incorporating changes.

Membership Development—Increase membership each year over the next five years.

Financial Management—Maintain sufficient funds to ensure ongoing operation, long-term financial stability and continuous growth.

Marketing Communications—Increase community awareness of how we make a difference in the lives of all Montgomery County residents.

STRATEGIES

Philanthropic Programs

- ◇ Annually perform an assessment of the relevance and effectiveness of each philanthropic program.
- ◇ Assess the needs of Montgomery County's residents throughout the year.
- ◇ Communicate the program successes to the community, members, grantors and donors.

Membership Development

- ◇ Identify and implement new ways to recruit members.
- ◇ Develop and implement processes to retain members and promote member satisfaction.
- ◇ Provide orientation, training and mentoring to all members.

Financial Management

- ◇ Maintain a balance between income and expenses necessary to conduct services, programs and facility maintenance.
- ◇ Diversify the chapter's fundraising capabilities.
- ◇ Manage the Assistance League of Montgomery County Thrift Shop in an efficient manner for continuing financial gain.

Marketing Communications

- ◇ Increase public recognition through effective marketing.
- ◇ Expand participation in community events.
- ◇ Increase participation through social media.