

2020-2023 Strategic Plan



Developed by
The 2019-2020 Strategic
Planning Task Force

Approved by
The Junior League of Omaha Board
of Directors, March 2, 2020



We are The Junior League of Omaha.

MISSION

The Junior League of Omaha is an organization of women committed to promoting voluntarism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers.

DIVERSITY STATEMENT

The Junior League welcomes all women who value our Mission. We are committed to inclusive environments of diverse individuals, organizations and communities.



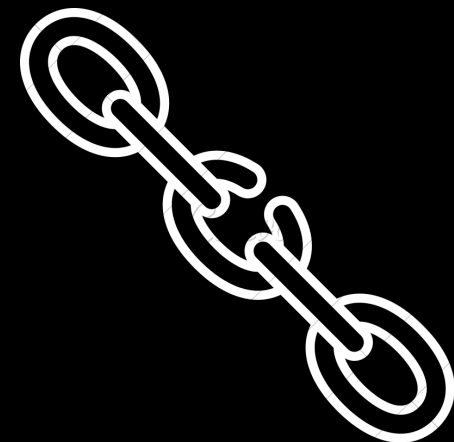
Foundation

SWOT Analysis

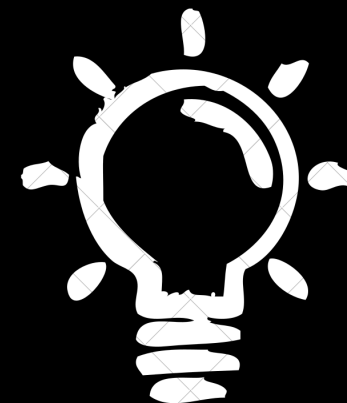
Strengths, Weaknesses, Opportunities, Threats



Increasing membership
Operational structure
Sustainer base
Training emphasis
Affiliation with AJLI
Longevity (100+ years)



Historic lack of diversity
Slow to adapt
Limited revenue streams
Wide scope
Few donor partnerships



Marketing and branding
trend participation
More prevalent grant
funding
ED&I highly visible and
prioritized nationally



Multiple change
initiatives
Omaha nonprofit climate
Historic JLO stigma
Competing priorities for
members

Strategic Goals

All dates within this plan are reflective of the end of each League year (June through May).

COMMUNITY ENGAGEMENT

1. The Junior League of Omaha will establish, maintain and leverage relationships with partners to address documented community needs by providing meaningful and educational volunteer opportunities for its members.

MEMBER EXPERIENCE

2. The League will support members' ability to determine their own membership experience and accommodate different levels of commitment through which they can achieve personal development goals.

FINANCIAL SUSTAINABILITY

3. The League will have a diversified fund development plan that raises at least 35% of revenues from sources other than member dues by fostering a culture of philanthropy.

LEAGUE GROWTH AND VISIBILITY

4. The League will grow by 5% and increase its visibility as an organization of womxn empowered as leaders.

Strategic Goal 1

The Junior League of Omaha will establish, maintain and leverage relationships with partners to address documented community needs by providing meaningful and educational volunteer opportunities for its members.

Program Objectives

1.1 The League will implement a sustainable research process by 2021 to identify community needs, evaluate volunteer engagement and recommend organizational opportunities.

1.2 By 2023, at least 2/3 of community impact volunteer shifts will address underserved populations and/or areas.

1.3 The League will have a measurable impact on the hunger and access to healthy foods focus area by 2023.

1.4 Annually, League members will volunteer at least 750 hours through community impact shifts.



COMMUNITY ENGAGEMENT



MEMBER EXPERIENCE

Strategic Goal 2

The League will support members' ability to determine their own membership experience and accommodate different levels of commitment through which they can achieve personal development goals.

Program Objectives

2.1 The League will implement an equitable and inclusive placement system based on member development goals by 2022.

2.2 By 2022, 50% of Active and New Members will actively engage in the League's development and impact efforts.

2.3 By 2023, 25% of Sustaining Members will actively engage in the League's development and impact efforts.

2.4 Retention at all levels of membership will be at or above 70% by 2023.

Strategic Goal 3

The League will have a diversified fund development plan that raises at least 35% of revenues from sources other than member dues by fostering a culture of philanthropy.

Program Objectives

3.1 The League will restructure Fundraising Council and fund development operations by 2021 to enhance organizational mission and optimize revenue.

3.2 By 2022, the League will increase revenues from the Annual Fund by 25%.

3.3 By 2023, the organization will increase revenue from League-wide sponsorships by 25%.



FINANCIAL SUSTAINABILITY



LEAGUE GROWTH AND VISIBILITY

Strategic Goal 4

The League will grow by 5% and increase its visibility as an organization of womxn empowered as leaders.

Program Objectives

4.1 By 2021, the League will implement an intentional membership recruitment strategy, working to ensure the New Member classes increasingly reflect the lived experiences of those we serve.

4.2 By 2022, the League will establish an inclusive environment through integration of equity, diversity and inclusion principles into organizational operations and culture.

4.3 By 2023, the organization will implement an integrated regional communications plan emphasizing the civic and community leadership assets of its members.

Empowering women
since 1919.

