



JUNIOR LEAGUE OF
ST. PETERSBURG

STRATEGIC PLAN 2024-2027

This plan has been created to align seamlessly with our organizational mission, serving as a strategic compass to guide our endeavors. It encapsulates our commitment to adaptability, innovation, and purposeful engagement, ensuring that we remain steadfast in our dedication to empowering women and effecting positive transformations in the communities we serve. Together, we look forward to embracing opportunities that lie ahead and furthering our mission with purpose and passion.

A. Community Impact: Reimagining JLSP as a catalyst for lasting change.

1. Implement a plan to annually assess existing community partnerships by May 2025, including but not limited to the membership of Community Advisory Council, the Juvenile Welfare Board, and St. Petersburg City leadership.
2. Publish an annual report to showcase the impact the League has on the community, including volunteer hours, event stats, fundraising, donations/in-kind, sponsorships.
3. Conduct a community assessment and formal review of our issue-based community impact, (IBCI), and exploration of AJLI's Impact Programs.
4. Establish a community impact plan with a focus that meets community needs to be launched in the 2026-2027 League year.

B. Volunteer Action: Build systems of transformative service.

1. Conduct annual community-focused training for all membership based on membership needs; trends; diversity, equity, inclusion, and belonging; and AJLI opportunities.
2. Align the number of volunteer shifts based on membership capacity and annual impact goals in an effort to right-size League outreach commitments.
3. In the first quarter of the 2024-2025 League year, establish a volunteer sensitivity training program as part of the Provisional curriculum.

C. Training: Delivering innovative experiences for growth.

1. Create training tracks for personal and professional development aligned with topics determined by member feedback.
2. Partner with at least 3 community affiliates annually to offer collaborative training that match our community impact goals, including an annual volunteer sensitivity training.
3. Establish a process to communicate availability of non-League training opportunities to members (i.e. hosted by community partners or the city).

WHO WE ARE

<i>Mission</i>	To advance women's leadership for meaningful <u>community impact</u> through <u>volunteer action</u> , <u>collaboration</u> , and <u>training</u> .
<i>Vision</i>	Training Women to Transform Our Community.
<i>Values</i>	We are Volunteers that Empower, Educate, Advocate, and Serve our community.
<i>Commitment to Diversity & Inclusion</i>	The Junior League welcomes all women who value our Mission. We are committed to inclusive environments of diverse individuals, organizations, and communities.

D. Collaboration: Creating an inclusive culture of engagement.

1. Increase the number of affinity groups that align with AJLI (BIPOC, LGBTQIA+, etc.) and support member interest groups (Parents, Fitness, etc.), based on JLSP's annual member profile.
2. Expand the usage of Member Essentials to be the unifying source of League information.
3. Beginning in 2025, pilot a member mentor program with 20 members (10 mentees/mentors) foster future leadership and support long-term League growth.
4. Re-evaluate the current membership model in order to provide an engaging experience that meets the needs of today's members while aligning with AJLI.

E. League Longevity: Creating sustainable practices for continued success.

1. Digitize the JLSP physical archive of records, history, and documents by 2027 to cloud based back-up.
2. By 2025, identify sustainable location(s) for General Membership Meetings and large group trainings.
3. Establish JLSP Headquarters as a welcoming and inclusive location for small group training and committee meetings or individual usage as a member benefit, thereby increasing the number of meetings/events held at HQ by 20%.
4. Evaluate annual expenses and lower the ratio spent on administrative/operating costs to 25% in order to invest a higher percentage of revenue back into the community.
5. Implement a diversified fund development plan that helps the League raise at least 25% of its revenue from sources other than dues and an improved method to track donations.

STRATEGIC ROADMAP

Goals	Strategies	Year 1	Year 2	Year 3	Measures of Success
<p>COMMUNITY IMPACT</p> <p>Reimagining JLSP as a catalyst for lasting change.</p>	<ol style="list-style-type: none"> 1. Implement a plan to annually assess existing community partnerships by May 2025, including but not limited to the membership of Community Advisory Council, the Juvenile Welfare Board, and St. Pete City leadership. 2. Publish an annual report to showcase the impact the League has on the community, including volunteer hours, event stats, fundraising, donations/in-kind, sponsorships. 3. Conduct a community assessment and formal review of our issue-based community impact, (IBCI), and exploration of AJLI's Impact Programs. 4. Establish a community impact plan with a focus that meets community needs to be launched in the 2026-2027 League year. 				<ul style="list-style-type: none"> • Increased engagement of Community Advisory Council membership with a 50% attendance rate • 75% of community projects are aligned with community needs based on the plan identified in A1 • 90% of JLSP members are knowledgeable about community impact plan and its impact on equity by year end May 2027 • 90% of members report understanding of the impact of JLSP annually through the membership survey
<p>VOLUNTEER ACTION</p> <p>Build systems of transformative service.</p>	<ol style="list-style-type: none"> 1. Conduct annual community-focused training for all membership based on membership needs; trends; diversity, equity, inclusion, and belonging; and AJLI opportunities. 2. Align the number of volunteer shifts based on membership capacity and annual impact goals in an effort to right-size League outreach commitments. 3. In the first quarter of the 2024-2025 League year, establish a volunteer sensitivity training program as part of the Provisional curriculum. 				<ul style="list-style-type: none"> • Membership demographics match community demographics • 75% of active members are serving in placements by end of 2027 • 90% of community shifts are filled by and completed by members • Diversify locations of shifts by measuring the zip codes served in the greater St. Petersburg Community
<p>TRAINING</p> <p>Delivering innovative experiences for growth.</p>	<ol style="list-style-type: none"> 1. Create training tracks for personal & professional development to topics determined by member feedback. 2. Partner with at least 3 community affiliates annually to offer collaborative training that match our community impact goals, including an annual volunteer sensitivity training. 3. Establish a process to communicate availability of non-League training opportunities to members (i.e. hosted by community partners or the city). 				<ul style="list-style-type: none"> • Increase response rate of membership surveys to 50% • 90% of membership reports understanding of JLSP mission, vision, and impact as measured annually through the membership survey • 90% of members report annual personal and professional growth based on League membership
<p>COLLABORATION</p> <p>Creating an inclusive culture of engagement.</p>	<ol style="list-style-type: none"> 1. Increase the number of affinity groups that align with AJLI (BIPOC, LGBTQIA+, etc.) and support member interest groups (Parents, Fitness, etc.), based on JLSP's annual member profile. 2. Expand the usage of Member Essentials to be the unifying source of League information. 3. Beginning in 2025, pilot a member mentor program with 20 members (10 mentees/mentors) foster future leadership and support long-term League growth. 4. Re-evaluate the current membership model in order to provide an engaging experience that meets the needs of today's members while aligning with AJLI. 				<ul style="list-style-type: none"> • Maintain above a 90% conversion rate of provisional to active • 75% of active members will have logged into their ME+ portal/app • 90% of active members attend at least one social event
<p>LEAGUE LONGEVITY</p> <p>Creating sustainable practices for continued success.</p>	<ol style="list-style-type: none"> 1. Digitize the JLSP physical archive of records, history, and documents by 2027 to cloud based back-up. 2. By 2025, identify sustainable location(s) for General Membership Meetings and large group trainings. 3. Establish JLSP Headquarters as a welcoming and inclusive location for small group training and committee meetings or individual usage as a member benefit, thereby increasing the number of events held at HQ by 20%. 4. Evaluate annual expenses and lower the ratio spent on administrative/operating costs to 25% in order to invest a higher percentage of revenue back into the community. 5. Implement a diversified fund development plan that helps the League raise at least 25% of its revenue from sources other than dues and an improved method to track donations. 				<ul style="list-style-type: none"> • Maintain above a 90% member retention from 1st to 2nd year active • Conduct a brand audit (internally and externally) by year end May 2027 • At least one member of the Executive Team meets quarterly with AJLI League Success Manager

