



Assistance League® of Tucson Strategic Plan

Mission

Volunteers working in the Tucson community to help those in need.

Vision

Recognized as a leading force in Tucson for hope and positive change.

Values

Commitment

Compassionate and caring service

Leadership

Visionary, ethical professionals, sensitive to individuals

Ethics

Honesty and authenticity in communication and action

Accountability

Prudent fiscal and physical responsibility and evaluations

Respect

Appreciation and consideration for others

Goals

Branding

Increase our name recognition

Membership

Recruit and retain members

Philanthropic Programs

Support identified community needs

Resource Development

Maintain and grow resources

Strategies

Branding

- Increase all media exposure
- Explore joining professional organizations

Membership

Retain

- Assess and address membership satisfaction
 - Obligations
 - Participation
 - Appreciation
- Ensure member awareness of volunteer opportunities
- Improve training and mentoring

Recruit

- Develop chapter story for member use
- Expand community outreach via Speakers Bureau
- Explore creation of ancillary membership opportunities

Philanthropic Programs

- Establish program outcome measures
- Evaluate program outcomes
- Develop relationships with upper-level decision makers in each organization we serve

Resource Development

- Develop and maintain sustainable relationships with businesses and donors
- Identify areas where paid professional assistance would increase productivity while decreasing volunteer workload
- Establish ways to recognize donors and show appreciation
- Develop and monitor a fiscally responsible budget