



JUNIOR LEAGUE OF  
**THE PALM BEACHES**

## STRATEGIC GOALS AND PROGRAM OBJECTIVES

### OUR MISSION

The Junior League of the Palm Beaches 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.

### COMMITMENT TO DIVERSITY & INCLUSION

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

### ENGAGED MEMBERSHIP

**THEME – Offer women who support our mission and values a unique opportunity to join our inclusive sisterhood.**

- 1.1 Encourage membership's awareness of, compassion for, and desire to support fellow members outside of our individual committees to support our League's goals and mission.
- 1.2 Rapidly immerse new members and transfers of all statuses through an engaging and well-developed onboarding program.
- 1.3 Inform active and sustaining members through all streams of communication
- 1.4 Encourage participation formally and informally in mentoring relationships with other members.
- 1.5 Instill trust and respect towards all members and accountability and commitment to our League and its mission.
- 1.6 Develop the potential of our membership through hands-on volunteer and leadership opportunities, educational programs, and formal/informal mentoring relationships, volunteer opportunities, meetings, social groups and affinity groups.

### COMMUNITY IMPACT

**THEME – Memorialize our seat at the table within the “foster care” focus area to leave a legacy within Palm Beach County for years to come.**

- 2.1 Beginning at January 2019 GMM explore the need for future JLPB services as it pertains to “foster care” focus area with input from BOD and membership.
- 2.2 Add “Non-Profit Support” as second JLPB focus area.
- 2.3 Research then establish, support, and maintain 2 new community projects within foster care focus area each JLPB year.
- 2.4 Aim to develop 1 premier/signature project every 5 years to further meet an un-met community need within focus area.
- 2.5 Capture measurable impacts and outcomes in the Annual Report through data and analytics focusing on foster care work and communicate findings internally and externally.
- 2.6 Foster, support, and maintain relationships with other organizations that work within our focus area through various JLPB channels/councils.
- 2.7 Overall budget increase in spending by Community Council with goal to reach 60% spending on community projects.

### FISCAL RESPONSIBILITY

**THEME – Ensure Board and Management understand and follow financial and IRS guidelines to propel JLPB's growth.**

- 3.1 Create 2 new funding streams to diversify incoming monies.
- 3.2 Follow financial distribution percentages per IRS Standards and allocate IRS percentages for each council:
  - G&A: 10-20% (Membership Council)
  - Fundraising Expenses: 20-30% (Fundraising Council)
  - Because the IRS does not advise percentages for expenditures for communications, the Communications Council expenditures will be allocated within the above distributions.

- 3.3 Train Board of Directors on financial responsibilities and have the Board establish transition standards for continuity of fiscal responsibility from year to year.
- 3.4 Grow Endowment to 1-million-dollar mark in order to cover yearly G&A expenses.
- 3.5 Establish procedures for Board to track historical fundraising performance to provide a benchmark and determine what is successful in terms of raising funds. The Treasurer shall guide this process.
- 3.6 Focus more on corporate giving by establishing 2 new corporate sponsors per year at \$5,000 level.

## DIVERSITY & INCLUSION

**THEME – Make JLPB an inclusive environment of diverse individuals, organizations, and communities open to all women who value our mission statement.**

- 4.1 Continue D&I efforts as an independent committee, governed by and answering to, the Board of Directors.
- 4.2 Annually conduct a member satisfaction survey to determine areas where JLPB can improve inclusion of all members and to gauge program progress as it pertains to D&I.
- 4.3 Annually conduct demographic survey and compare/contrast to inaugural benchmark survey in 2018.
- 4.3 Implement Diversity and Inclusion initiatives across all 5 councils through Annual Plan.
- 4.4 Increase dialogue with members for a better understanding of individual backgrounds and task force initiatives.
- 4.5 Seek 5 new opportunities to work with other diverse non-profit organizations to cultivate a diverse JLPB membership and promote a culture of inclusion in our League.
- 4.6 Establish a budget for the committee.

## BRAND AWARENESS

**Theme – Complete comprehensive transition to AJLI brand standards to recognize and become part of a clear, consistent brand recognized internally and externally.**

- 5.1 Educate membership on the new brand standard and the benefits of transitioning to create brand ambassadors in the community.
- 5.2 Introduce the community and our community partners to AJLI and the value that they receive from our association with women around the world.
- 5.3 Create name recognition for JLPB in the community-at-large.
- 5.4 Develop comprehensive written brand guidelines, create new templates, and redesign all marketing channels and collateral across every council and committee.

## CREATING COMMUNITY LEADERS

**THEME – Provide formal and informal learning opportunities to develop leadership skills our members can use personally and professionally.**

- 6.1 Develop a year-round Leadership Academy for active and sustaining members to organize trained volunteers into rising leaders within the League.
- 6.2 Develop and implement a year-round training curriculum for Leadership Academy identifying JLPB leadership roles and creating tracts/classes to help further each of those roles.
- 6.3 Create partnerships with other organizations and leverage their external training to JLPB active and sustaining members as an additional source of information and knowledge within Leadership Academy.
- 6.4 Once internal Leadership Academy gets off the ground look to expand classes to community-at-large. This will largely depend on building a JLPB database of women in the community by which to contact for events.