2022 - 2027 Strategic Plan Reno-Sparks

Mission — Assistance League volunteers transforming the lives of children and adults through community programs.

Vision — Essential needs are met in our community and families flourish.

Values — Commitment, Leadership, Ethics, Accountability, Respect

Goal 1: Increase member participation in the operations and programs of Assistance League of Reno-Sparks.

- **Strategy A.** Collect and utilize data on member participation and organizational needs.
- **Strategy B.** Ensure continuous and meaningful educational opportunities for all members.
- **Strategy C.** Provide opportunities for members to connect on a social level.

Goal 2: Increase member participation in leadership roles.

- **Strategy A.** Recruit, educate, and mentor members to serve in leadership positions.
- **Strategy B.** Identify and address barriers to assuming leadership roles.

Goal 3: Increase the impact of our programs on the community.

- **Strategy A.** Determine desired outcomes for each program and establish measurement systems.
- **Strategy B.** Evaluate programs to determine opportunities to increase (deepen) impact and make appropriate adjustments.

Goal 4: Increase visibility and build awareness of Assistance League Reno-Sparks' contributions to the community.

- **Strategy A.** Utilize marketing opportunities at program and community events.
- **Strategy B.** Reach out to area service, business, and community organizations.

Goal 5: Improve the efficiency and effectiveness of organizational structure and processes.

- **Strategy A.** Conduct an audit of organizational structure and processes to identify areas that can be simplified.
- **Strategy B.** Adjust processes and structure to ensure they remain streamlined, flexible, and adaptable.

Goal 6: Create a facility that will meet our future needs.

- **Strategy A.** Identify program and thrift shop long-term goals for space.
- **Strategy B.** Identify and compare options for meeting identified future space needs; select the best option.
- **Strategy C.** Create a specific plan for implementing the selected option.

Goal 7: Reinforce an inclusive culture that ensures every person is respected, valued, and feels a sense of belonging.

- **Strategy A.** Provide education to engage the board, leadership team, and chapter members.
- **Strategy B.** Create a statement of belonging to guide chapter decisions.
- **Strategy C.** Engage with organizations focused on minority communities.
- **Strategy D.** Examine current practices and procedures for opportunities to be more inclusive.

Approved February 14, 2022; V_3 March 11, 2024