

# ANNUAL PLAN 2022-2023

Strategic Goal	<b>Member Engagement</b> <i>Inspire lifelong membership by creating an inclusive and dynamic experience that enriches the lives of League members through substantive leadership training and opportunities to connect.</i>
The Annual Plan	
<b>Objective(s):</b>	<ul style="list-style-type: none"> <li>Strengthen the engagement and satisfaction levels of Active and Sustaining members.</li> </ul>
	<ul style="list-style-type: none"> <li>Offer members desirable formal and informal opportunities for education, mentorship, and connection.</li> </ul>
	<ul style="list-style-type: none"> <li>Ensure the League is a diverse and inclusive organization that serves, reflects, and values the varied perspectives and experiences of its members, partners, and the greater Baltimore community.</li> </ul>
<b>Evidence of Success:</b>	<ul style="list-style-type: none"> <li>75% retention rate of Fall 2022 and Spring 2023 New Member Classes.</li> </ul>
	<ul style="list-style-type: none"> <li>80% retention rate of Active 1 and Active 2 members.</li> </ul>
	<ul style="list-style-type: none"> <li>Increase in GMM meeting attendance, committee member participation, and program/event attendance.</li> </ul>
	<ul style="list-style-type: none"> <li>Increased interest in League leadership positions.</li> </ul>
<b>Steps to Achieve:</b>	<ul style="list-style-type: none"> <li>Conduct a survey to identify what opportunities/trainings are desired by members.</li> </ul>
	<ul style="list-style-type: none"> <li>Develop and implement a plan to engage all Sustainers.</li> </ul>
	<ul style="list-style-type: none"> <li>Implement a formal exit interview process to gather data about why members leave the League.</li> </ul>
	<ul style="list-style-type: none"> <li>Immediately evaluate each program, including soliciting feedback from the responsible committee(s) and attendees (members and the public) and constructively share the findings with the appropriate audiences.</li> </ul>
	<ul style="list-style-type: none"> <li>Launch member survey to capture demographic information.</li> </ul>
	<ul style="list-style-type: none"> <li>Create affinity groups to encourage networking and relationship-building among League members.</li> </ul>
<b>Requires from other areas:</b>	<b>Community Impact</b> to provide opportunities for all League members to connect through impactful service activities.
	<b>Communications</b> to effectively share a compelling narrative (internally and externally) about the benefits of League membership and internal opportunities to engage and learn.
	<b>DEIB VP</b> manage data collection of demographic data and report out to Board/membership.
	<b>Sustainer VP</b> to consistently and effectively communicate with Sustainers about League activities, including opportunities to serve, mentor, and fellowship with Active members.
<b>Key Dates:</b>	GMMs (June, August, September, October, November, January, March, April)
	July BBQs (July 2022)
	Day of Service (December 17, 2022) and all CIC opportunities
	Fireside Chats (February 2023)
	Membership Recruitment Events (for Fall 2022 and Spring 2023 New Member classes)
	Placement Fair (March/April 2023)
	Annual Meeting (May 2023)
<b>Assigned to:</b>	<b>Membership VP</b>
<b>Committees Impacted:</b>	DEIB

	Membership Outreach
	Nominating
	Partnership & Service
	Personal & Professional Development
	Placement

## Community Impact

### Strategic Goal

*Maximize the League's impact on the community through measurable and sustainable programs that address the needs of women, girls, and their families and support the engagement and leadership development of members.*

### The Annual Plan

<b>Objective(s):</b>	<ul style="list-style-type: none"> <li>Develop a robust community impact strategy informed by current data that identifies specific and measurable goals and timelines.</li> </ul>
	<ul style="list-style-type: none"> <li>Create a community impact ecosystem that leverages the network of League and local resources to provide needed services to the Govans community and greater Baltimore area.</li> </ul>
	<ul style="list-style-type: none"> <li>Provide unique service opportunities for member participation and leadership development.</li> </ul>
	<ul style="list-style-type: none"> <li>Establish a systematic process to effectively monitor and evaluate the League's community impact focus area and programs.</li> </ul>
<b>Evidence of Success:</b>	<ul style="list-style-type: none"> <li>Increased number of member volunteer hours.</li> </ul>
	<ul style="list-style-type: none"> <li>At least three (3) community impact opportunities are offered to members every month.</li> </ul>
	<ul style="list-style-type: none"> <li>Availability of accurate metrics on the impact the JLB has had on the community, e.g. # of items collected/donated, # of hours served.</li> </ul>
<b>Steps to Achieve:</b>	<ul style="list-style-type: none"> <li>Establish or rekindle relationships with local businesses and elected officials to raise awareness of League community impact efforts and encourage effective collaboration.</li> </ul>
	<ul style="list-style-type: none"> <li>Partner with at least two (2) nonprofit organizations to advance the JLB's community impact target areas, with formal relationships memorialized in memoranda of understanding (MOUs).</li> </ul>
	<ul style="list-style-type: none"> <li>Development of process to accurately report and calculate member volunteer hours.</li> </ul>
	<ul style="list-style-type: none"> <li>Identify potential community partners and enter into MOUs outlining the organizations' responsibilities and anticipated impact of partnership.</li> </ul>
	<ul style="list-style-type: none"> <li>Acquire letters of support from community partners.</li> </ul>
<b>Requires from other areas:</b>	<p><b>Communications Council</b> to share information - internally and externally - about the JLB's community impact efforts.</p>
	<p><b>DEIB VP</b> to ensure League activities are consistent with commitment to DEIB and that members are equipped with the cultural competency tools to respectfully engage with the various communities the League serves.</p>
	<p><b>Historian</b> to archive photographs and other collateral from community impact events.</p>
	<p><b>Membership Council</b> to assist with the collection of member volunteer hours and collaborate on internal/external training opportunities.</p>
<b>Key Dates:</b>	Community Impact July BBQ (July 6)
	Giving Tuesday/GMM (November 29)
	Day of Service (December 17)
	Scholarship Application Deadline (Spring 2022)
<b>Assigned to:</b>	<b>Community Impact VP</b>
<b>Committees Impacted:</b>	Board Match
	Communications
	Membership Outreach Committee
	Partnership & Service

	Partnership Review
	Personal & Professional Development Committee
	Public Policy & Advocacy
	Scholarship

<b>Sustainability</b>	
<b>Strategic Goal</b>	<i>Exercise good stewardship of League resources, assets, and relationships to ensure the perpetuation of the organization's mission-driven work.</i>
<b>The Annual Plan</b>	
<b>Objective(s):</b>	<ul style="list-style-type: none"> <li>• Conduct an annual evaluation of the League's assets and organizational structure and make necessary adjustments to ensure the financial health and effective governance of the League.</li> </ul>
	<ul style="list-style-type: none"> <li>• Establish a support structure that enables the Wise Penny to operate as both a stable League and community resource.</li> </ul>
	<ul style="list-style-type: none"> <li>• Achieve long-term financial security by growing the League's donor pipeline and building relationship to diversify external funding sources.</li> </ul>
<b>Evidence of Success:</b>	<ul style="list-style-type: none"> <li>• Wise Penny remains open throughout the League Year.</li> </ul>
	<ul style="list-style-type: none"> <li>• Increase in employer matching/employer donations.</li> </ul>
	<ul style="list-style-type: none"> <li>• Increase external ticket sales for fundraising events.</li> </ul>
	<ul style="list-style-type: none"> <li>• Secure at least one (1) sponsor for each fundraising event.</li> </ul>
<b>Steps to Achieve:</b>	<ul style="list-style-type: none"> <li>• Identify ways in which JLB Headquarters can be used to serve the League and community and develop and implement strategies for its efficient and cost-effective use.</li> </ul>
	<ul style="list-style-type: none"> <li>• Identify and draft at least one foundation, corporation, or government grant in support of the League's Mission, operations, or community impact areas.</li> </ul>
	<ul style="list-style-type: none"> <li>• Craft a fundraising narrative with compelling stories of the people and communities we serve to be included on the JLB external website, press releases, and social media.</li> </ul>
	<ul style="list-style-type: none"> <li>• Offer training opportunities for members around seeking external/corporate donations.</li> </ul>
<b>Requires from other areas:</b>	Support from <b>Communications Council</b> to effectively promote fundraisers.
	<b>Community Impact Council</b> to supply content regarding the League's community work for use in fundraising collateral.
	<b>Historian</b> to receive and retain photographs, memorabilia, and media from League fundraising events.
	<b>Personal &amp; Professional Development</b> to provide relevant training opportunities for members.
<b>Key Dates:</b>	WP Sales (Semi-Annual Bag Sales, Coat Sale, Treasures & Trinkets)
	Gingerbread Jamboree (December 2022)
	Galentine's BINGO (February 11, 2023)
	Giving Tuesday/GMM (November 29, 2022)
	Thrift Week (Spring 2023)
	Annual Appeal Letter (Fall 2022)
	Call-A-Thon (November 2022)
<b>Assigned to:</b>	<b>Treasurer/Fundraising VP</b>
<b>Committees Impacted:</b>	Communications
	Finance & Investments
	Fundraising
	Wise Penny

**League Identity & Visibility**

**Strategic Goal**

*Increase the League's visibility as a valuable organization of women empowered as leaders who are creating community impact in the greater Baltimore area.*

**The Annual Plan**

<b>Objective(s):</b>	<ul style="list-style-type: none"> <li>• Develop and implement an active and nimble multi-platform communications strategy that emphasizes the League's community and the leadership assets of its members.</li> </ul>
	<ul style="list-style-type: none"> <li>• Learn and promote best practices in branding, marketing, and communications.</li> </ul>
	<ul style="list-style-type: none"> <li>• Produce, publish, and disseminate an Annual Report highlighting the League's community impact, financial status, and donor recognitions.</li> </ul>
	<ul style="list-style-type: none"> <li>• Equip all members to be effective ambassadors and managers of the League's brand.</li> </ul>
<b>Evidence of Success:</b>	<ul style="list-style-type: none"> <li>• Increased number of social media posts and engagement, e.g. # of followers, likes, shares, on all platforms (Facebook/Instagram/LinkedIn).</li> </ul>
	<ul style="list-style-type: none"> <li>• Increased use and engagement on Digital Cheetah and private social media platforms, as well as increased engagement on public social media platforms (FB/IG/LinkedIn), e.g. # followers, likes, comments, shares.</li> </ul>
	<ul style="list-style-type: none"> <li>• Publish 2022-2023 Annual Report/Communique.</li> </ul>
<b>Steps to Achieve:</b>	<ul style="list-style-type: none"> <li>• Develop media/press kit.</li> </ul>
	<ul style="list-style-type: none"> <li>• Encourage members to engage with JLB social media posts across all platforms.</li> </ul>
	<ul style="list-style-type: none"> <li>• Offer at least one (1) brand awareness training to members.</li> </ul>
	<ul style="list-style-type: none"> <li>• Increase opportunities for members to purchase JLB-branded items, e.g. establishing a JLB online store.</li> </ul>
	<ul style="list-style-type: none"> <li>• Increase opportunities to give away more JLB-branded items to members/public.</li> </ul>
<b>Requires from other areas:</b>	<b>All Councils</b> to provide timely content (photos, metrics, and narratives) for use in internal and external communications about the League's mission-driven work.
<b>Requires from other areas:</b>	<b>Historian</b> to receive, archive, and provide content for communication about the League's previous and current activities.
<b>Key Dates:</b>	Giving Tuesday (November 29, 2022)
	JLB Anniversary (April 22, 2023)
<b>Assigned to:</b>	<b>Communications VP</b>
<b>Committees Impacted:</b>	Communications
	DEIB VP/Committee
	Donor Development
	Fundraising
	Membership Outreach
	Partnership & Service
	Personal & Professional Development