

# STRATEGIC PLAN

## 2022-2027

GOALS	OBJECTIVES
<p><i>Member Experience</i></p> <p>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.</p>	<ol style="list-style-type: none"> <li>1. Strengthen the engagement and satisfaction levels of Active and Sustaining members.</li> <li>2. Offer members desirable formal and informal opportunities for education, mentorship, and connection.</li> <li>3. Consistently provide and promote training opportunities that prepare members for League and civic leadership.</li> <li>4. 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> </ol>
<p><i>Community Impact</i></p> <p>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.</p>	<ol style="list-style-type: none"> <li>1. Develop a robust community impact strategy informed by current data that identifies specific and measurable goals and timelines.</li> <li>2. 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> <li>3. Provide unique service opportunities for member participation and leadership development.</li> <li>4. Establish a systematic process to effectively monitor and evaluate the League’s community impact focus area and programs.</li> </ol>
<p><i>Sustainability</i></p> <p>Exercise good stewardship of League resources, assets, and relationships to ensure the perpetuation of the organization’s mission-driven work.</p>	<ol style="list-style-type: none"> <li>1. 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> <li>2. Establish a support structure that enables the Wise Penny to operate as both a stable League and community resource.</li> <li>3. Achieve long-term financial security by growing the League’s donor pipeline and building relationships to diversify external funding sources.</li> <li>4. Review and grow paid staff structure that supports the League’s goals and needs.</li> </ol>
<p><i>League Identity &amp; Visibility</i></p> <p>Increase the League’s visibility as a valuable organization of women empowered as leaders who are creating community impact in the greater Baltimore area.</p>	<ol style="list-style-type: none"> <li>1. Develop and implement an active and nimble multi-platform communications strategy that emphasizes the League’s community impact and the leadership assets of its members.</li> <li>2. Learn and promote best practices in branding, marketing, and communications.</li> <li>3. Produce, publish, and disseminate an annual report highlighting the League’s community impact, financial status, and donor recognitions.</li> <li>4. Equip all members to be effective ambassadors and managers of the League’s brand.</li> </ol>