

## FOUNDATION

### OUR MISSION

The Junior League of Topeka (JLT) 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.

### VISION

Our community maximizes opportunities for all through the leadership of women.

### VALUES

The Junior League of Topeka is guided by the following values:

- A membership that is inclusive of all women who believe in the importance of women's civic leadership.
- The power of collaboration across all sectors to create sustainable and thriving communities.
- The significance of women exercising leadership widely and broadly throughout the community.
- A League environment that encourages diversity of opinion and supports multigenerational engagement.

### COMMITMENT TO DIVERSITY & INCLUSION

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

### COMPETITIVE ADVANTAGE

What we do best is develop a network of women empowered as leaders to create community change.

## STRATEGIC GOALS AND PROGRAM OBJECTIVES

### Membership Development & Engagement

Cultivate a diverse organization of trained and educated women who are engaged and connected to each other, our mission, and the community.

- 1.1 By 2024, JLT will have 100% of members trained on our mission and issue area.
- 1.2 By 2024, JLT will increase retention of members to 80% from their first year to their third.
- 1.3 By 2024, at least 50% of our membership will be involved with JLT's community programs.

### Organizational Governance & Financial Stability

Establish governance and operational structures that ensure financial strength of the League in support of the mission.

- 2.1 By 2021, develop and implement a system that will ensure all policies, procedures, bylaws and job descriptions are reviewed every 3 years and updated as necessary.
- 2.2 By 2022, JLT will review the AJLI Governance structure and determine if the League will proceed with a transformation.
- 2.3 By 2022, we will have financial policies written, updated and in place to ensure the League is operating to financial best practices and are positioned for future success.
- 2.4 By 2023, JLT will develop & implement a plan and policy that ensures the League will have \$100,000 in our 100th Anniversary fund by 2032.
- 2.5 By 2024, JLT will have a diversified fund development plan that raises at least 30% of revenues from sources other than membership dues and investments.

### Growth & Brand Sustainability

Cultivate an environment of inclusivity to promote the League's mission and grow a membership reflecting the diversity of our community.

- 3.1 By 2022, provide biannual training on internal core messaging, as measured by a consistent increase in member recruitment and retention.

### Growth & Brand Sustainability (Continued)

## COMMUNITY IMPACT

In 2018 the Junior League of Topeka adopted the following Issue Based Community Impact Position following a research-based transformation process:

*Child Welfare as Impacted by Violence and Community Instability*

## MEMBERSHIP TRANSFORMATION

IN 2018 the Junior League of Topeka embarked on a Membership Transformation process to best meet the needs of the women of the Junior League of Topeka.



This Strategic plan was adopted by the 2019-2020 Board on 2/3/2020.

3.2 By 2022, the board will implement a Diversity & Inclusion committee that will explore how the League can shift towards a more inclusive environment across every facet of the organization.

3.3 By 2023, JLT will develop external core messaging resulting in quarterly media throughout Topeka, increasing digital engagement (i.e., likes, reach, shares, page visits, etc.) by 3%.

3.4 By 2024, JLT will create meaningful eBlast content to increase the quarterly average open rate of emails to 57% (2019Q1: 54.87%; Q2: 56.6%; Q3: 52.86%).

3.5 By 2024, JLT will implement a plan to seek out diverse individuals to maintain an average provisional class size of twenty women with 90% converting to active status.

### Civic Engagement & Community Impact

Serve as thought leaders and change agents of the League's mission and issue area throughout Topeka and Shawnee County.

4.1 By May 2020, JLT will explore past projects and existing organizations in the Topeka area to identify and evaluate organizations to partner with, on an ongoing basis, that align with the League's issue area and provide the League with both ownership of serving a need and volunteer opportunities.

4.2 By May 2022, JLT will implement a signature event supporting the League's issue-based community impact focus area with the purpose of growing funds raised by 30% and exposing community members to pertinent topics.

4.3 By May 2021, the League will begin testing external marketing campaign to raise awareness of our purpose and impact area with one full campaign launch by 2022.

4.4 By June 2023, the League will have made a measurable difference in breaking down barriers to overcoming poverty in an effort to ensure that Children under the age of 5 are less likely to experience the highest rate of poverty for any age group in Topeka and Shawnee County, which was measured at 17% living below the poverty line in 2017. This impact will be achieved through learning-based membership training experiences, support projects and in conjunction with partners identified via 4.1