

JUNIOR LEAGUE OF  
**OAKLAND-EAST BAY**

# 2019–2022 STRATEGIC PLAN





## **MISSION**

The Junior League of Oakland-East Bay, Inc. is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

## **VISION**

Women Building Better Communities by supporting organizations that focus on women and children.

**WOMEN  
BUILDING  
BETTER  
COMMUNITIES**





Strategy is based on key values. As a league, we value: community, leadership, diversity, collaboration, empowerment, service, and respect. Our goals reflect what is important, will lead us into the future, and serve as touchstones as we implement our plan.



AnnAlia Young, JLOEB President 2018–20

## **MEMBERSHIP**

### **RECRUITMENT**

JLOEB will grow the New Member class size year over year for the next three years, improve diversity, and foster a community for New Members within their class and JLOEB.

- The New Member Committee will assess existing and identify new recruitment and marketing opportunities for increased membership and diversity.
- The Management Team will develop annual diversity metrics based on county demographics.

### **MEMBER RETENTION**

JLOEB will inspire lifelong commitment from our members by creating an engaging, inclusive, and flexible membership experience.

- The Membership Committee and Leadership will increase overall membership satisfaction and retention for all Actives and Sustainers.
- The Sustainer Council will increase engagement of Sustainers each year through diverse opportunities to connect within the League and the community.

### **LEADERSHIP DEVELOPMENT**

JLOEB will develop and implement a leadership program that includes:

- A program for all new and continuing leaders with curriculum, a timeline and a resource library.
- A funded and well-communicated process for selecting delegates for NORCALRENOHON, CaSPAC, ODI and AJLI training opportunities.



## COMMUNITY

JLOEB will increasingly be recognized as a valued community and leadership organization through our collective work in support of the needs of vulnerable families throughout the East Bay.

- Community partnerships will establish impactful relationships with service organizations by increasing focus and member participation and enhancing the visibility of JLOEB.
- Community volunteer shifts will introduce JLOEB members to a diversity of organizations.

## FINANCE

JLOEB will be a fiscally responsible organization and will annually become measurably more financially sustainable through diversified revenue sources.

- The Treasurer and Board will include JLOEB members as stakeholders, via transparency in financial health and reporting.
- The Fundraising and Finance Committee will diversify JLOEB's fundraising efforts to ensure long-term sustainability.

