



## Strategic Plan Goals 2022-2025

**Goal 1:** Develop **new volunteer membership** models that increase diversity, equity, and inclusion throughout our organization, and grow the overall number of actively engaged member volunteers.

**Goal 2:** Investigate methods to increase **member participation in resale shop** activities resulting in expanded days/hours of service as well as increased revenue.

**Goal 3:** Design, implement, and evaluate **all philanthropic programs** to make sure they meet these criteria:

- A) Each program is aligned with current community needs;
- B) There is a high level of volunteer engagement;
- C) The program is cost effective in terms of money and time; and
- D) There is a high level of community engagement.

**Goal 4:** Renew efforts to strengthen **our identity in the community** to increase awareness of programming and mission, and to garner more community support, partnerships, and sponsors.

**Goal 5:** Continuously improve **operations, financial stability and sustainability, and technology tools and services**, to grow our organization and achieve our mission.

**Goal 6:** Develop **organizational leadership capacity strategies**, to strengthen our organization and encourage future chapter leadership.