



JLDOC 2019-2022 Strategic Plan

FOUNDATION

OUR MISSION

The Junior League of Durham and Orange Counties, 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 Around the World as Catalysts for Lasting Community Change

COMPETITIVE ADVANTAGE

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

STRATEGIC GOALS AND STRATEGIES 2019-2022

League Years (LY) 2019-20, 2020-21 and 2021-22

ORGANIZATIONAL DEVELOPMENT

GOAL: Strengthen the ability of the JLDOC to empower women leaders through the AJLI Governance Transformation Model

- By LY19-20, JLDOC Board of Directors will initiate the AJLI Governance Transformation Module, spear-headed by select member(s)-at-large
- By LY20-21, complete Phase 1 of AJLI Governance Transformation Module
- By LY21-22, complete the AJLI Governance Transformation Module and have in practice two board of directors (management and governance) with evaluation metrics in place

COMMUNITY ENGAGEMENT

GOAL: Continue lasting and measurable impact in the communities of Durham and Orange counties through our health living focus area

- By LY19-20, Community Council to spearhead the selection of (new) community partner(s), thoroughly communicate selection and engagement strategy to members and establish measurements of partnership success
- By LY20-21, Community Council in partnership with the Communications Council to externally promote JLDOC community partnership(s) and its impact to the local community
- By LY 21-22, Evaluate current partnership(s) and recommend next steps for LY 22-23

MEMBER ENGAGEMENT

GOAL: Provide JLDOC members with an experience consistent with the Voice and Choice Membership Model that fosters engagement to support our mission

- By LY19-20, Membership Council to establish a system to evaluate member engagement in JLDOC programs and set a manageable goal for engagement
- By LY20-21, all Councils to adopt member engagement metrics and apply them to proposed activities (in person and virtual) for the year
- By LY21-22, complete an evaluation of member engagement to assess if updates / changes are needed for LY22-23

FINANCIAL ENGAGEMENT

GOAL: Strengthen the JLDOC's financial position by enhancing and diversifying funding sources

- By LY19-20, Establish a fundraising committee to oversee strategic aspects of JLDOC fundraising including, but not limited to: annual giving, grants, events, corporate sponsorships, donor stewardship and JLDOC member education (consider a 2-year placement and/or double placement for year 1)
- By LY20-21, Fundraising committee to implement a sustainable annual giving campaign targeted towards members, sustainers and any additional donors from the past 3 years
- By LY21-22, maintain LY20-21 annual giving campaign tactics and provide LY 21-22 budget recommend based on success to date and best practices

BRAND AWARENESS

GOAL: Increase JLDOC brand awareness among JLDOC members and the communities served

- By LY 19-20, complete a public relations and communications audit and establish success measurements enhancing our brand internally and externally
- By LY19-20, Communications Council to launch internal campaign to foster membership connectivity and brand awareness
- By LY21-22, JLDOC to leverage community partnerships to increase JLDOC presence externally in local communities

DIVERSITY AND INCLUSION (D&I)

GOAL: Strengthen JLDOC D&I by committing to advance, embed, and champion diversity and inclusion within the JLDOC

- By LY19-20, Asses current JLDOC D&I climate with AJLI identified metrics
- By LY20-21, sustain or improve JLDOC's D&I climate
- By LY21-22, access JLDOC D&I climate again and provide next steps