

## 2022-2025 Strategic Plan



### OUR MISSION

The Junior League of Kansas City, Missouri 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.



### OUR VISION

The Junior League of Kansas City, Missouri will be a visible group of active volunteers focused on improving the quality of life in our community by sharing our resources and seeking opportunities to expand our reach.



### DIVERSITY AND INCLUSION COMMITMENT

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

### HOW JLKCMO ADAPTS TO CHANGES IN THE KANSAS CITY NONPROFIT COMMUNITY

The Junior League of Kansas City, Missouri has historically been known for its volunteer work in our Kansas City community. As the volunteer and non-profit landscape changes and our organization looks forward, we know that we need to look at new ways that we can build relevance internally in our organization as well as within our community. It is important for us to look at new ways to connect with our members, expand our reach with our partners and serve our community.

Preparing our women to serve this community is our mission. Because tomorrow there will be new issues and new challenges - and the women of JLKCMO will continue to serve as the undeterred voices for action, justice and change.

The 2022-2025 Strategic Plan relies on three foundational principles to meet our goals:

**TRAINING + INVESTMENT + GROWTH**

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### **TRAINING THROUGH OUR RESOURCES**

Enhance our engagement opportunities with Sustainers and community partners and advisors.

### **TRAINING TO SUPPORT OUR MISSION**

Launch programming to teach all members our best practices in fundraising, relationship building, securing sponsorships and responsible fiscal management.

### **TRAINING TO SUPPORT OUR EFFORTS IN DE&I**

Invest in partnerships with local Kansas City organizations that allows us to provide consistent Diversity, Equity and Inclusion programming and training sessions.



### **INVESTING IN OUR COMMUNITY**

Diversify and expand our fund development to allow the JLKCMO to invest more funds into our community.

### **INVESTING IN OUR FUTURE**

Review our financial portfolio to ensure that we are investing responsibly.

### **INVESTING IN OUR MEMBERSHIP**

Promote our training options and Legacy Fund to help our volunteers excel in their future personal and professional growth.



### **GROWING OUR IMPACT**

Evaluate all ways in which the JLKCMO interacts with the community and devise a comprehensive philanthropic plan to increase our overall effectiveness and impact.

### **GROWING OUR BRAND**

Expand the JLKCMO brand, including a stronger and more diverse presence on social media and within the business communities of Kansas City.

### **GROWING OUR MEMBERSHIP**

Improve our recruitment methods to pursue diversification and inclusivity in our membership.

### **GROWING OUR LOYALTY**

Develop a loyalty and retention plan to encourage membership for a lifetime.