



**THE JUNIOR LEAGUE OF RHODE ISLAND, INC.**  
*Women building better communities*®

**THE JUNIOR LEAGUE OF RHODE ISLAND (JLRI) STRATEGIC PLAN 2017-2021**

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**Vision Statement**

The Junior League of Rhode Island, Inc.: Women around the world as catalysts for lasting community change.

**JLRI Mission Statement**

The Junior League of Rhode Island, 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.

**The Junior League of Rhode Island, Inc. Community Service Policy Statement**

We will strive to serve the community through the effectiveness of trained volunteers within the focus area of women and children -- while reaching out to the women of all races, religions and national origins who demonstrate a commitment to community service.

**Goal #1:** Have FUN in ALL WE DO!

**Goal #2:** Increase member engagement

- Objective #1 Create and implement metrics to evaluate and measure the success of the member compact.
- Objective #2 Reduce member attrition as a result of factors within the JLRI's control to 5%.
- Objective #3 Develop and implement opportunities for member growth as civic and community leaders through a JLRI career pathing plan.

**Goal #3:** Ensure and increase the long-term financial stability of the JLRI.

- Objective #1 Create and begin implementation of a 3-5 year fund development plan to include all aspects of potential fundraising, including but not limited to, event-based fundraising, individual and corporate contributions, grants, and planned giving.
- Objective #2 Increase the amount of funding obtained through external sources to at least 55% of the JLRI gross income (excluding dues).

**Goal #4:** Increase visibility and brand recognition of the JLRI in the community

- Objective #1 Create and implement tactics to develop members as JLRI ambassadors and promote the JLRI in their other personal and professional activities.
- Objective #2 Create and begin implementation of a 3-5 year communications plan to include all aspects of internal and external communications.

**Goal #5:** Evaluate the JLRI's current Issues Based Community Impact Area and associated volunteer opportunities.

- Objective #1 Create and implement a one-year plan to offer broader opportunities, including incorporation of past JLRI favorites, for volunteering that fit within a more expansive view of our focus.
- Objective #2 Evaluate our current issue-based community impact area and create a long-term plan for our volunteering opportunities, whether issue-based or otherwise.