

5-Year Strategic Plan

2017-2022



Executive Summary

Throughout this League year, we have embarked on new initiatives and built upon the work we've already started, work that has been ongoing for the lifetime of our the Junior League of Northwest Arkansas.

These include, but are not limited to:

- new ways to engage with our members and prepare them to be leaders in the League and in our community.
- projects, programs and partnerships, as well as achievements and recognition in our longstanding community based impact area of domestic violence awareness and prevention.
- financial and fund development activities that support a sustainable organization.

This Strategic Plan captures our vision and goals for the next five years. It showcases the initiatives we will undertake to advance our legacy of service, leadership, and community impact and continue to build an even better community in Northwest Arkansas.

Throughout the 5-year implementation of this plan, we will continue to explore how to capture and promote our organizational identity. How we share our story with members, supporters, community partners, and other stakeholders – past, current and future – will play a key role in the success of the League and all members as catalyst for change.

As we work to fulfill, achieve, and even exceed the goals of this Strategic Plan by 2021, we will also be advancing the legacy of our mission - service, leadership, and community impact will remain our focus.

On behalf of the Board, I am extremely proud of the work our League has accomplished to be the organization we are today.

I believe with all my heart that our League – all of our members – will continue to keep our mission in mind to accomplish amazing things in Northwest Arkansas for years to come. Through our program work, our trained volunteers and leadership in the community, we will always make a difference.

Gracie Ziegler

2016 – 2017 President



Core Values of the Junior League of Northwest Arkansas

We believe in creating community relationships that directly reflect our mission. Through those partnerships, we will improve the quality of life for our members and the community we support.

We believe that in order to operate a sustainable organization we must continue to actively seek out, encourage, foster, attract, and recruit diversity in our membership and with our partners.

We believe that the women of the JLNWA have a direct and positive impact in their workplaces, neighborhoods, and the Northwest Arkansas community as a whole. Our members are seen as leaders and role models.

We believe we serve our members through personal development, strengthening networks, empowering relationships and enriching lives together.

We believe we have a unique voice and perspective in the conversation and active empowerment of women in leadership.

We believe continuing education and training are the best tools to develop resourceful and powerful leadership for our community.



Community Impact Statement

As a League,

we know

DOMESTIC VIOLENCE

STATISTICS ARE NOT DWINDLING.

We also know

because of

the Junior League Of Northwest Arkansas

statistics are being shared, stories are being told, and victims are stepping forward because of the conversations we are starting and dedicated to continuing.

More conversations about domestic violence are happening in our community because of our work.

The Junior League of Northwest Arkansas is a leader in these conversations.

The Junior League of Northwest Arkansas is committed to

eliminating the possibility of domestic violence

by ensuring those directly and indirectly impacted by domestic violence have the skills, training, and resources needed to heal and never re-enter, be exposed to, or trigger - and ultimately prevent - domestic violence or the cycle of abuse in their lifetime.



Strategic Goals Framework

Overview of Mission and Strategic Goals

Each of the strategic goals in the JLNWA Strategic Plan supports the development of a strong, healthy organization that is poised to effect positive change in the Northwest Arkansas community.

From our desire to cultivate an engaged community organization that promotes lifelong membership, learning, and leadership at the heart of the JLNWA - to a commitment to increase our community impact through programs and partnerships that will eliminate domestic violence - to the understanding that we must develop a financially strong, sustainable organization with diversity across our membership, revenue sources, and partners, is essential for successfully executing the activities that support our strategic goals in the JLNWA Strategic Plan.

This blend of strategies empowers our members as well as creates an environment for the Junior League of Northwest Arkansas to achieve its mission.

We are women building a better community in Northwest Arkansas.

Mission Statement

The Junior League of Northwest Arkansas 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.

Reaching Out Statement

The Junior League of Northwest Arkansas reaches out to women of all races, religions, and national origins, who demonstrate an interest in and a commitment to voluntarism.

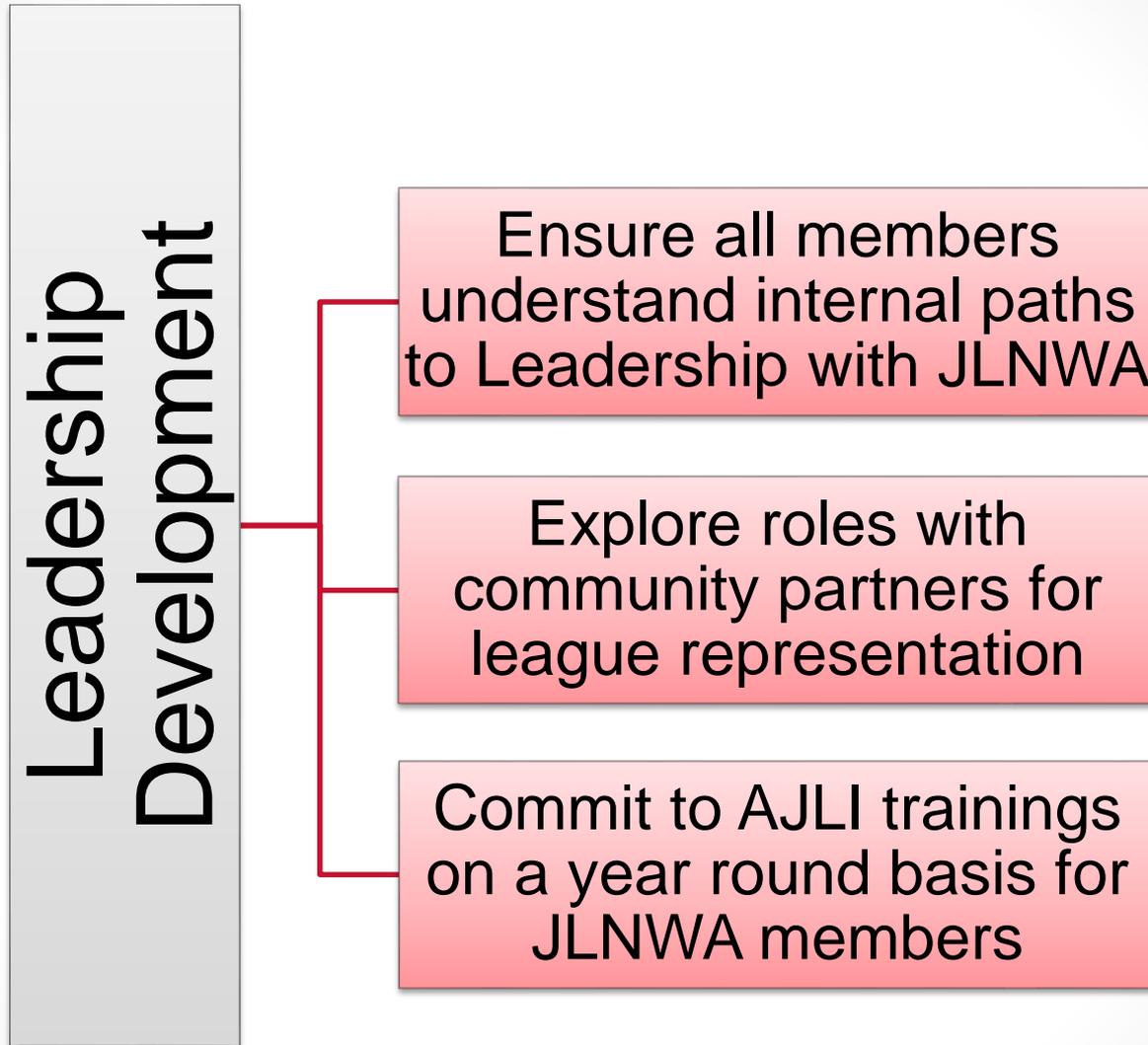




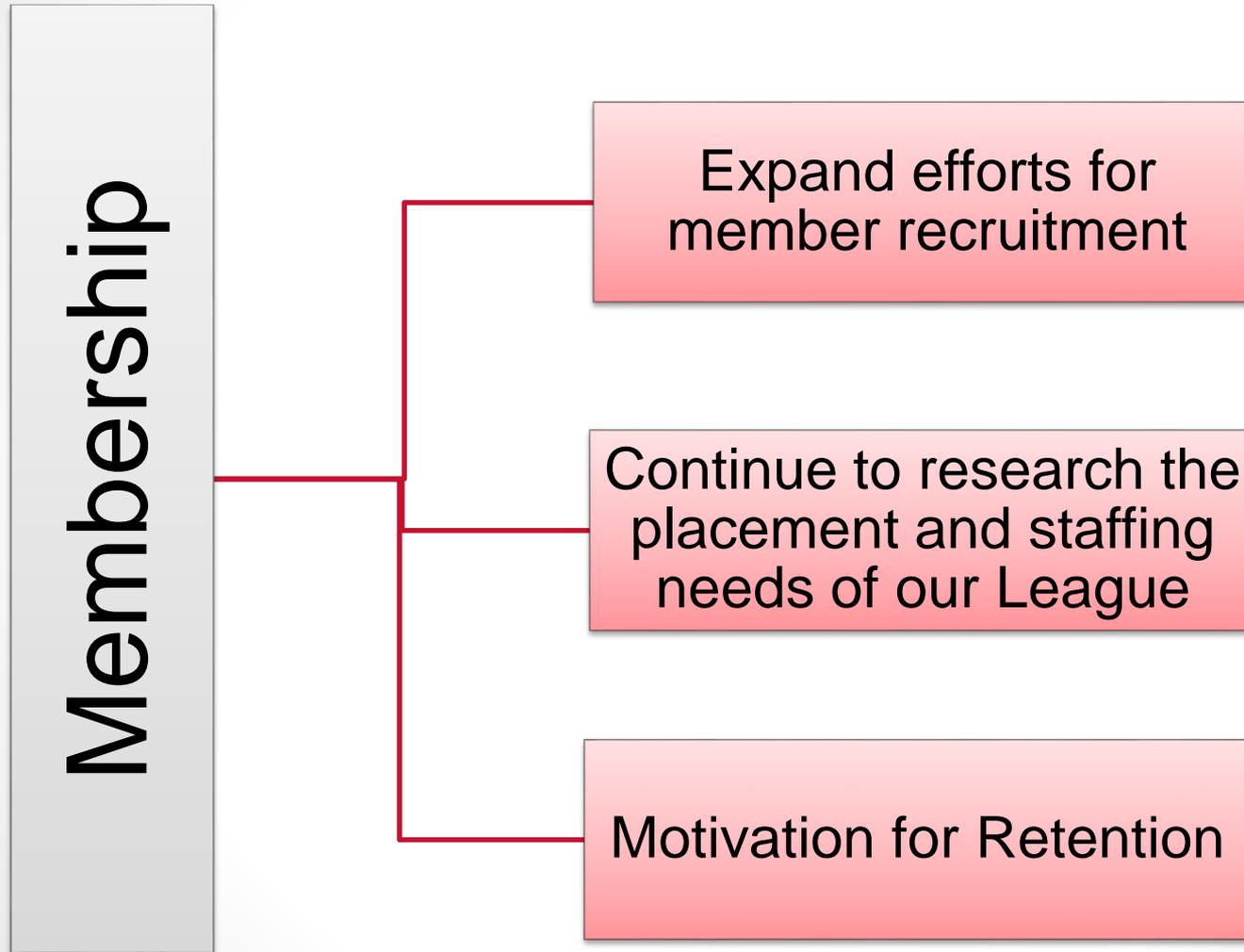
**As catalysts for change throughout Northwest Arkansas
we will aim to be as local as possible in all we do.**



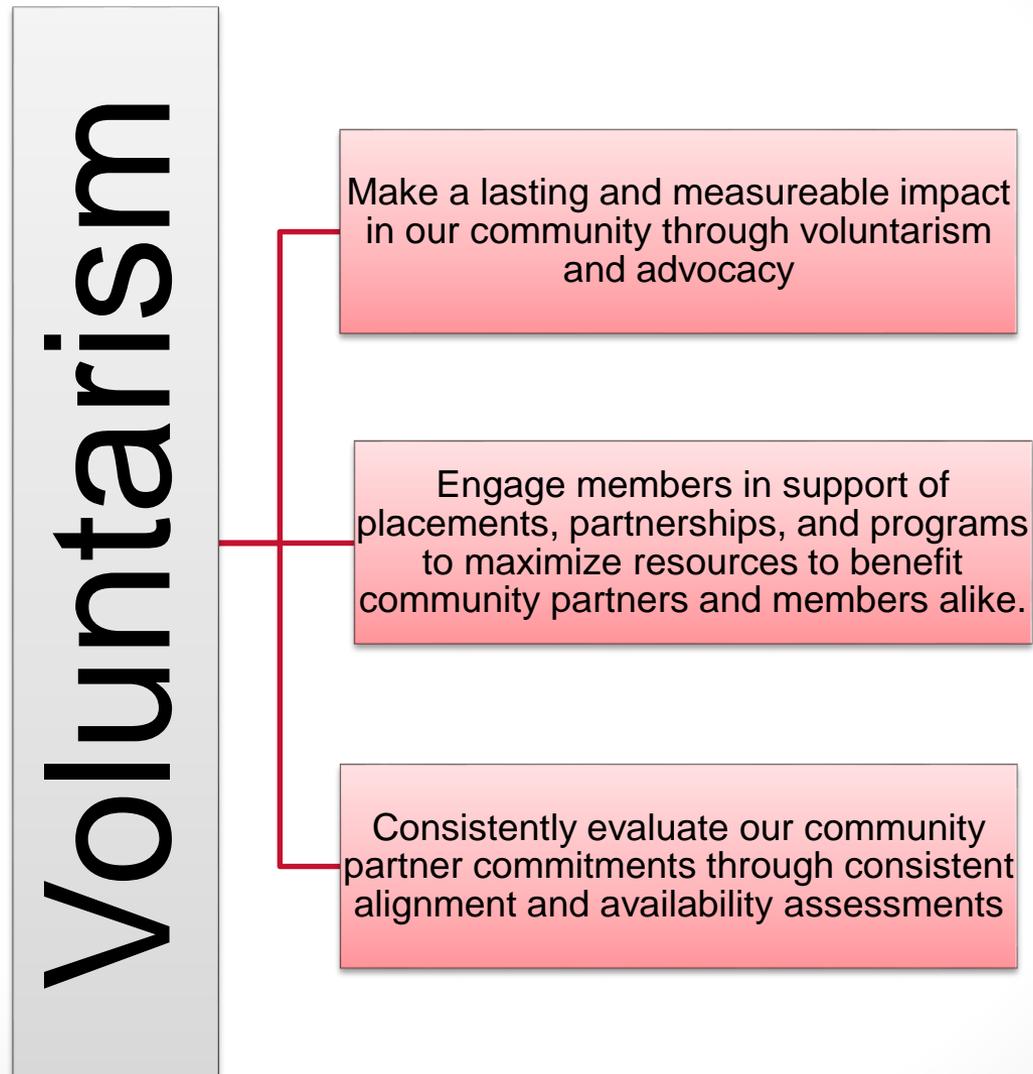
Through effective action and leadership across Northwest Arkansas we will leave a lasting legacy and impact on our community.



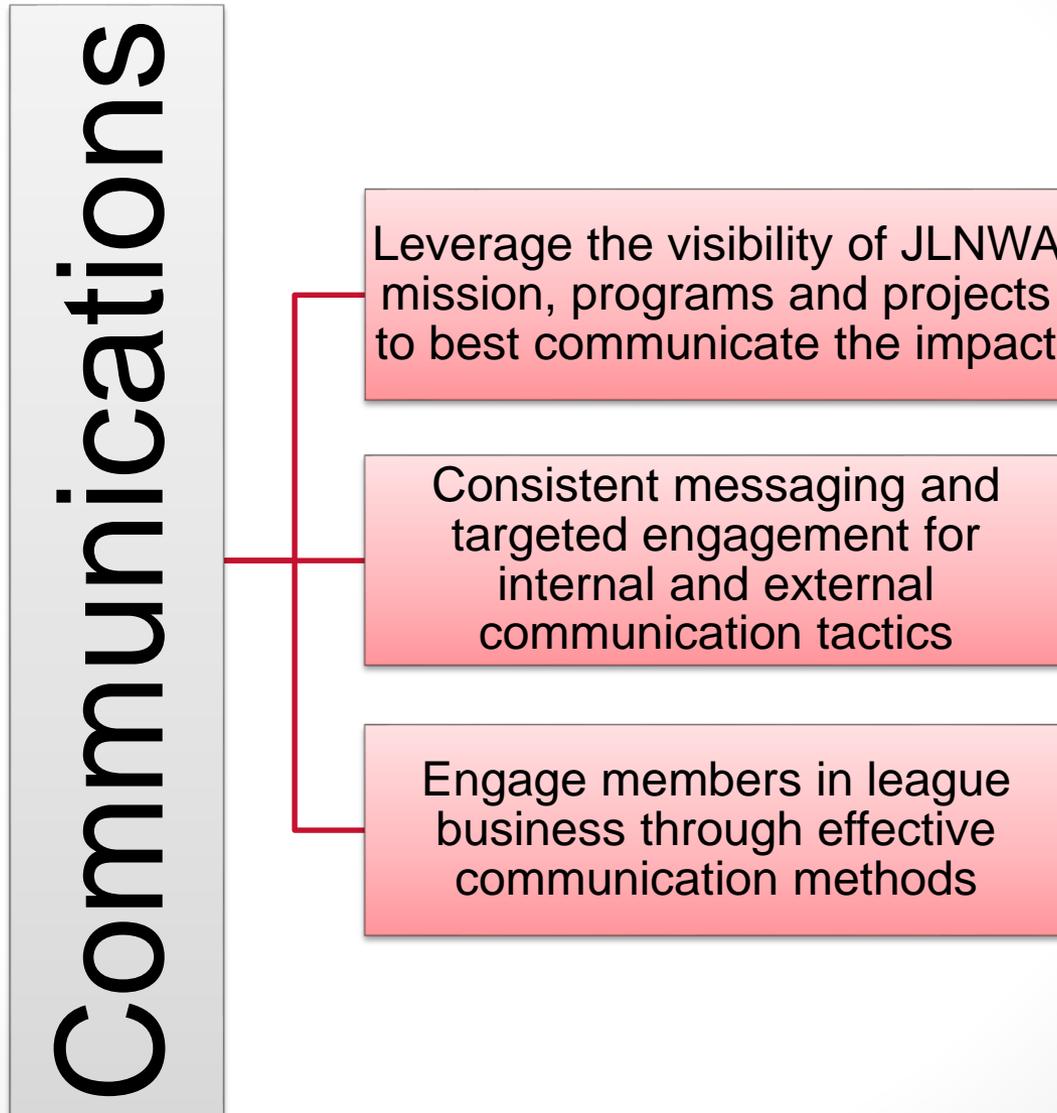
We will strive to better understand all phases of membership to improve satisfaction and adapt to changes in members' lives, schedules and availability to volunteer in all aspects of JLNWA.



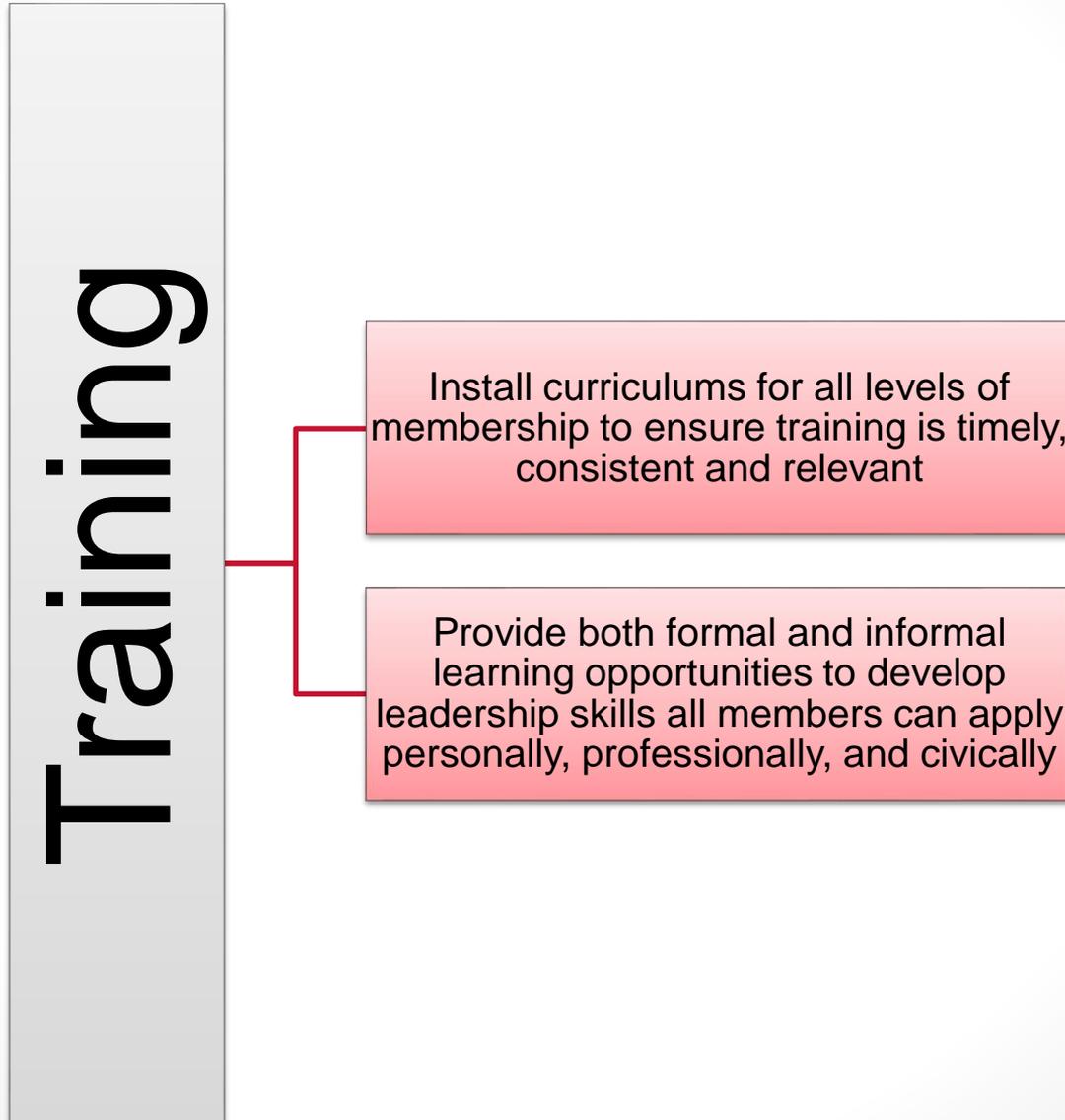
Increase the focus on JLNWA's dedication and commitment to community involvement and remain committed to **VOLUNTARISM** as we strive to do meaningful work within our community that meets the needs of our stakeholders.



The JLNWA brand is powerful – we will ensure it is positively promoted and consistently communicated within our membership and throughout Northwest Arkansas.



Our trained volunteers are truly the heart of our organization and we will continuously train our members and our community to elevate our mission.



We will not be bound to membership dues or League sponsored fundraisers to fully fund our goals and commitments.

