**Priority Action Plan**

**Western Reserve Junior Service League**

**June 2023**

The members of the WRJSL collaborated to uncover needs and generate ideas that would improve their impact on the community and deepen the value of their membership. Members contributed to a strategic SWOT analysis which was further refined by the board. After careful consideration, board members outlined action items that will address current needs and enhance member experiences.

**Organizational Vitality**

**Increase membership**

* + 1. **Cultivate a welcoming culture to attract diversity in age, geography and backgrounds**

Make meetings more stimulating & fun with activities and speakers.

Lead: Meeting Management committee.

Timeline: 6 months

* + 1. **Build relationships with other nonprofit organizations for recruiting and partnerships**

Participate and volunteer in community activities (service or otherwise) as a group to build visibility and demonstrate our purpose and mission.

Lead: Community Research committee members

Timeline: 12 months

* + 1. **Strengthen mentoring programs and communication with new Actives**

Plan mentor-mentee activities within the first quarter of matching the mentor-mentee.

Lead: Placement committee

Timeline: 12 months

**Actively engaged committees**

* + 1. **Create committees that engage members**

Reevaluate committees: purpose, size and responsibilities with a goal to reduce the number of committees and have members actively serve on 1 committee.

Lead: Executive Board with feedback sent to Policy & Bylaws

Timeline: 12 months

**Community Visibility**

**Promote increased volunteerism**

* + 1. **Share volunteer opportunities available in the community**

Alternate between monthly meetings with speakers and monthly meetings with a service project, creating a purpose for the meeting and an outcome that benefits the community.

Lead: Meeting Management

Timeline: 6 months

Create a committee for volunteerism or designate community research to find and promote volunteer opportunities.

Lead: Community Research committee members with a possible new committee formed after committees are re-evaluated.

Timeline: 12 months

**Promote awareness and skill development for members**

* + 1. **Learn about community needs and nonprofits organizations**

Invite speakers to General Meetings from nonprofits eligible for funding and within the WRJSL mission.

Lead: Meeting Management

Timeline: 6 months

**Community Impact**

**Fundraising and Grants**

* + 1. **Evaluate fundraising capacity**

Ways & Means will discuss within the committee what the appropriate capacity is for fundraising for the organization and what events would be reasonable and doable.

Lead: Ways & Means + Board

Timeline: 12 months

* + 1. **Events**

Send event invites and raffle tickets to key partners: funded agencies, board members of funded agencies, and corporate sponsors.

Lead: Ways & Means

Timeline: 12 months

**Measuring Impact**

* + 1. **Track grants and organizations funded**

Collect stories of grant impact and share internally and externally.

Lead: PR & Marketing to provide a template. Include Community Research, as part of restructuring.

Timeline: 12-18 months

**Marketing & Communications**

**Increase community presence**

* + 1. **Active participation in events and visibility of community work**

Promote group volunteer opportunities and community activities to membership (See #2 under “Organization Vitality above)

Lead: PR & Marketing committee, in partnership with Community Research until committees are restructured.

Timeline: 12 months

Members attend, and participate in, community and networking events (such as Chamber meetings and volunteer fairs) to actively represent the group including speaking or hosting a table at events. Representation needs to be a voice at the events or promote WRJSL in an appropriate manner (have speaking time, provide promotional materials, wear logo gear, etc).

Lead: PR & Marketing committee

Timeline: 12 months