



ASSISTANCE LEAGUE® OF DOWNEY

2022 – 2024 STRATEGIC PLAN

Review and Revision Date: 11/27/2023

Present: Debbie Massaglia, Peggy Farnham, Charlene Roche and Lynn Adams

Review and Revision Date: 1/22/2024

Present: Debbie Massaglia, Peggy Farnham, Charlene Roche and Lynn Adams

Review and Revision Date: 4/08/2024

Present: Debbie Massaglia, Peggy Farnham, Charlene Roche, and Lynn Adams

Committee Members & Process Overview

Debbie Massaglia 2023-2024 Chaiman	Peggy Farnham 2022-2023 Chairman
Lynn Adams	Charlene Roche

In January 2022, a member survey was sent to all members of Assistance League to gather information about perceived critical needs and overall likes and dislikes regarding Assistance League Downey. The results of that survey were compiled, and a summary was presented to the membership during a subsequent regular meeting.

The Strategic Planning Committee began meeting in February 2022 and used the results of the survey to help identify and develop goals and strategies to address the key needs of the organization over the coming 2-3 years.

Goal #1: Educate & Engage Members on Philanthropic and Fundraising Events.

Strategies: To enhance transparency and collaboration within a committee, particularly regarding budgeting and financial reporting.

- 1. Enhanced Education on Budget:** Develop detailed educational materials to ensure all members thoroughly understand the budget. This could include breakdowns of expenses, revenue sources, and the rationale behind budget allocations. By increasing transparency, members are more likely to understand and support budget decisions.
- 2. Integration of Fundraising Chair:** Including the fundraising chair, Patty Rohrer, in the committee will foster better alignment between fundraising efforts and budgetary needs. By being involved in budget discussions, Patty can better understand how fundraising goals contribute to overall financial objectives and collaborate more effectively with her committee members.
- 3. Procedure Books:** Implementing procedure books for committee chairs ensures continuity and clarity in financial reporting processes. Each chair will be responsible for documenting procedures, best practices, and any updates or changes related to financial reporting. Completing the book annually and passing it on to the next chair ensures smooth transitions and maintains consistency in financial management practices.

Action Week a chapter-wide event, including Assisteens®

Action Week Dates: Schedule Action Week on various dates throughout the year, possibly holding some events at the Downey Library. This approach allows for flexibility and accommodates different schedules and availability.

- 1. Incorporating Assisteens:** Involve the Assisteens in the planning process for Action Week. Engage them in brainstorming ideas, organizing activities, and coordinating logistics. Their participation not only provides valuable assistance but also fosters leadership and teamwork skills.
- 2. Downey Library Events:** Plan several events at the Downey City Library for Action Week. Activities may include storybook reading by committee members, book giveaways, and interactive sessions focused on promoting literacy among children. Add a children's bookmark. These events aim to engage and inspire young readers while supporting the community.
- 3. Strategic Planning Confirmation:** The Strategic Planning committee approves of the current plan for Action Week. Virginia Rivas will provide a report after the events have taken place, offering further insights and suggestions for future iterations.

- **Highlight programs monthly in Chapter Chatter.**

- **Chart funds raised against funds needed for each program.**

Strategic Planning should address how in the future we incorporate our membership in our events.

● **H.O.M.E. Housing of Medical Emergencies**

Informational Meetings with Rancho Los Amigos: The H.O.M.E. committee will organize regular informational meetings with representatives from Rancho Los Amigos. These meetings serve as opportunities to discuss updates, progress, and any issues related to the program. By keeping open lines of communication, both parties can address concerns promptly and ensure the program's success.

- 1. Monthly Membership Reports:** The committee will provide monthly reports to the membership about the H.O.M.E. program's activities and developments. These reports help keep members informed and engaged in the program's mission and progress. Transparency and regular updates foster a sense of involvement and commitment among members.
- 2. Marketing Brochure Updates:** The marketing committee will review and update the current marketing brochure for the H.O.M.E. program as needed. Keeping the brochure current ensures that it accurately reflects the program's objectives, services, and impact. This updated marketing material will be an essential tool for promoting awareness and attracting support for the program.
- 3. Lunch Meetings with Rancho Los Amigos Staff:** Host periodic 45-minute lunches with staff from Rancho Los Amigos to maintain relationships and foster collaboration. These informal gatherings provide opportunities for networking, sharing ideas, and addressing any issues or concerns in a relaxed setting. Building strong connections with Rancho Los Amigos staff strengthens the partnership and enhances the effectiveness of the H.O.M.E. program.

By implementing these strategies, the H.O.M.E. committee can effectively engage members, promote the program, and nurture relationships with key stakeholders for the benefit of all involved.

GOAL #2: INCREASE MEMBERSHIP BY 3-5 NEW MEMBERS EACH YEAR.

Going forward this committee will focus more on member retention and member inclusion. We would like to do a member spotlight in our monthly chapter chatter. This will help get to know our members a little bit better.

Strategies:

- 1. Improve the education of current, new, and prospective members.** Educating both current and prospective members about financial and membership obligations is crucial for ensuring they understand the benefits of joining your organization and what is expected of them. Continuing the orientation process is a great way to achieve this.
- 2. Prospective New Members** Streamlining the process for prospective members by updating the member form and having them reach out directly to the membership chair for an application. This helps to avoid confusion and ensures a smoother initiation.
- 3. Requirement for New Members to Attend Meetings and Orientation:** Requiring new members to attend meetings and orientation before paying dues and becoming a member is an excellent way to ensure they are fully informed and engaged before committing to membership. This can lead to higher member satisfaction and retention in the long run.

Goal #3: CREATE GREATER AWARENESS IN THE COMMUNITY ABOUT ALD AND WHAT WE DO.

Strategies:

1. Keeping brochures current and distributing them at events ensures that people have access to up-to-date information about your organization and its mission. It's a tangible way to share your story and services.
2. Emphasize that we are a philanthropic organization, not a charity
3. Give out a bookmark with each book purchase at the thrift shop
4. Strengthen our connection with Coordinating Council, Chamber of Commerce, and other local service organizations like DDIA.

Goal #4: Increase Revenue at Thrift Shop by 5% Annually.

Strategies:

1. Implement small price increases while remaining competitive with local thrift shops
2. Hire new part-time worker to begin preparing for retirement of current employees
3. Emphasize need to volunteer a minimum of once monthly for 4 hours to help raise funds that will support and fully fund our programs
4. Installed LED lighting overhead to reduce utility costs and brighten the store
5. Open the store during the Downey “Night Market” evenings.
6. Continuing with special events during the year (Christmas in July, Jewelry Sales, Parking Lot Sale), all these special events will increase additional sales and increase exposure within the community.

Additional Steps recommended for the Thrift Shop

- Better training for new and current members inside the Shop. Rotate workers around the Shop, if possible. The same member should not be at the register the entire day.

Goal #5: Increase Fundraising Revenue by 3 –5% Each Year

Strategies:

1. **Reimagine fundraisers:** This is a great approach. Exploring new venues, themes, and community engagement tactics can inject fresh energy into your fundraising events, attracting more attendees and potentially increasing donations.
2. **Engage membership:** Involving your members in the fundraising process not only makes them feel valued but also taps into their creativity and networks. Their ideas and suggestions could lead to innovative fundraising initiatives that resonate with your community.
3. **Clarity on membership support:** Clear communication about how members can financially support the organization is crucial. This could include explaining different donation options, highlighting the impact of their contributions, and providing transparency about how funds are used.
4. **Refine pricing for chapter house rentals:** Adjusting rental prices to stay competitive with other event venues is a smart move. It can attract more renters and increase the revenue generated from this source.

By implementing these strategies effectively, you can work towards achieving your goal of increasing fundraising revenue by 3-5% each year. It might also be beneficial to regularly review and assess the effectiveness of these strategies to make necessary adjustments and optimize our fundraising efforts.

Next Steps and Action Plan:

We now have a comprehensive plan in place to ensure that the Strategic Plan is approved, communicated effectively, and followed through on by the members of the Assistance League® of Downey (ALD). Publishing this plan on our website makes it easily accessible to potential donors and other stakeholders. Distributing it via email and hardcopy ensures that all members will have the opportunity to review and align with the plan's goals and strategies.

Passing the plan on to the incoming members of the Strategic Plan Committee ensures continuity and ongoing monitoring of the organization's progress towards its objectives. By regularly reviewing and updating the plan as needed, ALD can adapt to changes in the chapter and the community while staying focused on its long-term goals.

We are an action-oriented group!