

2019-2020 Junior League of Tallahassee Annual Plan

| Color Key: | Overarching Strategic Plan Goal | Subsidiary Strategic Plan Goal or Focus | | | | | | | |
|---|--|--|---|-------------------------------------|---|---------------------------|------------------------|--|--|
| | 2019-2020 Annual Goal | Associated Tactics or Intended Outcome | Involvement Expected From: | Responsible for Leading the Charge: | Progress Report: August | Progress Report: November | Progress Report: March | Implications for 2020-2021 League Year | |
| Focus Area: COMMUNITY IMPACT | | | | | | | | | |
| <p>By 2022, the League, in partnership with community stakeholders and its members, will increase its community impact by 20% of total hours served in projects and partnerships related to our community impact areas of food, clothing, and shelter.</p> | Partnerships/General Goals | | | | | | | | |
| | Evaluate other League's partnerships with community organizations and report findings by November 2019. | Determine applications processes, term of partnership involvement, extent of partnership. | Community Council; Project Research and Development | Project Research and Development | To be worked on after JLT selects new Signature Partner | | | | |
| | Create a historical document template for Community Partners to provide not only data about the partnership, but provide transition notes for incoming leadership positions. | | Community Council | Community Director | Have begin communicating with VP of Development to get similar headers as sponsor tracking site; will begin working on in Fall | | | | |
| | Utilize member feedback as basis for research of potential new community partners. | | Project Research and Development | Project Research and Development | Hosting 2 talkbacks in September and October before new community partner is selected. Straw balloting at September meeting. | | | | |
| | Determine if relationships with current signature community partners should be continued, dissolved or expanded by November 2019. | | Project Research and Development | Project Research and Development | Will be determined by Member feedback via survey, talkbacks and straw ballot. Both partners are submitting a 20-22 application. | | | | |
| | Food | | | | | | | | |
| | Create and implement evaluation of Second Harvest partnership, compiling feedback from both Second Harvest and JLT members | | Community Council; Project Research and Development | Community Director | Have sent results to Second Harvest and HOPE committees to discern how to implement feedback | | | | |
| | Increase the number of hours contributed to Second Harvest by JLT Members. | | Second Harvest | Community Director | In progress | | | | |
| | Increase mobile pantry offerings from one event to two. | | Second Harvest | Community Director | First pantry being scheduled with Mary from SH for fall; second pantry will happen in spring | | | | |
| | Through the implementation of "Mighty Meals," serve at least 180 at-risk families during the 2020 Leon County Schools Spring Break. | | Mighty Meals | Community Director | Have had an initial meeting with CD, MM Chairs, and Second Harvest | | | | |
| | Clothing | | | | | | | | |
| | Serve 110 children at the 2019 Summer Kid's Boutique event. | Host sustainer shopping event and a school supply drive; focus on reduction of "no shows." | Kids Boutique | Community Director | 101 kids served at Summer Kids Boutique (increase from 80~ in the previous year); partnered with Big Brothers, Big Sisters and Governor's Charter to get additional children; only 4 no-shows | | | | |
| | Execute Fall/Winter Kid's Boutique in 2019. | | Kids Boutique | Community Director | Date tentatively set for 11/17; working on securing location | | | | |
| | Continue to obtain formalized demographic data from 2019 Kids Boutique events and submit a report with summarized findings to MT/BOD by May 2020. | Provide iPad at events for instant data collection | Kids Boutique and Community Director | Community Director | KB chairs and committee will begin working on this after winter event Share with Grants | | | | |
| | Shelter | | | | | | | | |
| | Create and implement a legacy program at HOPE Community as we sunset our current partnership. | | Hope | Community Director | Program talks have begun with HOPE; shooting for one in Fall and two in Spring; Mommy and Me focus; potential partnership with WFSU/PBS Kids | | | | |
| | Create transition plan to maintain "Done In A Day" shifts for JLT involvement at HOPE through 2021. | Make commitment of set number of shifts per year, gradually phasing out our intensive involvement. | Community Council | Community Director | To be worked on after JLT picks partnerships | | | | |
| | General Goals | | | | | | | | |
| <p>By 2021, the League will execute a Public Affairs/Advocacy program centered around Community Impact Areas.</p> | Create training program for members to learn how to effectively engage with political leaders to advance the mission of the JLT. | | Training Council ; Public Affairs Committee President Elect | Public Affairs | In progress with LDT- few trainings planned | | | | |
| | Create and promote opportunities for Members to advocate on behalf of JLT at the local and state level. | | Public Affairs Committee; President Elect | President Elect | In progress. Establishing training track and co-promoting SPAC trainings on how to engage elected officials - training in January in capitol | | | | |
| | Increase engagement through continued Teen Board involvement in trainings and community events. | Increase community awareness and involvement in Teen Board programs. | Teen Board Chairs | Training Director | Teen Board chairs are seeking out partners for the TB project; Community and Training Directors both keeping an eye out for volunteer opportunities for TB members and increase community service hours | | | | |

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| Focus Area: FINANCIAL SUSAINABILITY | | | | | | | | | |
| Increase Fundraising Support For Operating Budget. | | | | | | | | | |
| The League will continue to increase and diversify our fundraising efforts by identifying and building/maintaining relationships with external donors whose values align with the League's mission. | Raise \$75,000 through fundraising events, effectively raising fundraising support for the operating budget to 53% by 2020. | Increase external attendance at Bold Sips, Mystery Dinner, Golf Tournament and Rhythm and Brews events. Promote how the dollars raised will be used to external purchasers. | Funding Council and VP of Development | Funding Director | In progress! Two events in September; October & November FUNDing event in progress; Golf contract with President for signature. 75k goal! | | | | |
| | Establish comprehensive marketing campaigns for each fundraising event. | | Fundraising Committee and Communications Council | Communications Director | Communications has created marketing plans for kickoff, awaiting finalized dates for fall events to complete. Comms training with chairs lined up soon | | | | |
| | Develop Funding Council road map for "signature fundraisers" by July 2019. | | Funding Council & VP of Development | Funding Director | Complete June 2019 | | | | |
| | Enhance Little Black Dress Initiative support by leveraging allied community partners and organizations in addition to social media efforts. | Establish relationships for matching sponsorships for basic needs i.e. Farm Bureau for Second Harvest; Host additional events during the week i.e. Lunch & Learn with local leaders to address basic needs and the impact of the lack there of, Progressive Dinner at conclusion of the week for donors; Consider alternatives: bags, backpacks, trash bags for other initiatives | Annual Fund, Little Black Dress Initiative Committee | Funding Director | Planning in progress for: LBDI community ambassadors; Lunch & Learn event during the week; Match sponsors list being created; Friendsgiving Dinners of 8 for training prior to event, also training at NM training in Oct/Nov | | | | |
| | Create internal education campaigns for fundraising and financial commitment by October 2019. | Cost/benefit matrix to inform members. | Funding Council, Communications Council, Training Council | Funding Director | Financial Commitment FAQ document created; working on additional training/education campaigns, FAQ doc DONE late August | | | | |
| | Develop a case for support and elevator speech for fundraising by November 2020 | Place in a central repository for all Membership access, Host training and reminders at GMMs | Funding Council, Communications Council | Funding Director | Comms & FUNDing met to discuss process; FUNDing team creating drafts to be consolidated into recommended content to Comms; Comms Council poised to create with content provided by FUNDing; elevator speech ppt presented at Sept GMM | | | | |
| | Update and streamline tracking mechanism to reconcile pledges vs. donations received to the Annual Fund to report to BOD by January 2020. | | Finance, Membership, Funding, Annual Fund | Funding Director | Working with Finance Director | | | | |
| | Establish artist and venue quotes for Sunshine State Ball and execute corresponding 60th Anniversary event. | Enable Sunshine State Ball to raise \$25,000 in 2021. | Sunshine State Ball, VP of Development, President, 60for60More | VP of Development | In Progress. Have calls and emails out to venues and working with a point person on entertainment | | | | |
| | Increase retention rate of sponsors to 50% by 2022. | | | | | | | | |
| | Create comprehensive list of donors from the last 3 years. | | Funding Council, VP of Development | VP of Development | In progress. Going back through submissions and emails to compile spreadsheet. | | | | |
| Host bi-monthly thank you events in partnership with membership/retention team. | | VP of Development, Funding Council, Active and New Member Reps | Active Member Rep | In progress. We have identified a list of businesses where we can host the meetings/socials from VP of Dev. and plan to schedule events throughout the league year. | | | | | |
| Develop sponsorship checklist and communication structure for donors. | Provide deliverables in sponsorship agreements and follow up with proof of performance documentation for all sponsors. | Communications Council, Funding Council, VP of Development | VP of Development | Sponsorship Recruitment Package complete 8/8, comms checklist complete by 8/12 | | | | | |
| Utilize Digital Cheetah donor management functionality. | | Funding, VP of Development, Finance | VP of Development | In training for this. | | | | | |
| Utilize Digital Cheetah for all event ticket purchases. | Implement single ticket price for all transaction methods. | Finance | Finance Director | Currently Kickoff ticket purchase is set up in DC | | | | | |
| Recommit 75% of the 2018-2019 annual sponsors during the 2019-2020 year. | | VP of Development, Sponsorship | VP of Development | In progress. | | | | | |
| Focus Area: MEMBER ENGAGEMENT | | | | | | | | | |
| General Goals | | | | | | | | | |

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| By 2022, the League will have a system in place to support members' ability to determine their own League experiences and to accommodate different levels of commitments in order to successfully engage and retain members. Research and propose a Membership Commitment Form to the Membership to replace our requirements. | Commence head quarters renovations in order to make our office accessible to all members. Create easy to access and read JLT Policy Manual by April 2020. | Change entrance door, alarm system location | President, HQ, Finance, 60for60, D&I Secretary | Finance Director Secretary | Working to gather quotes for the renovations | | | | |
| | Retain 85% of active members by 2021 as evidenced by dues paid by June 1. | | | | | | | | |
| | Create simple document to convey various membership options by October 2019. | Make available in Digital Cheetah and make a focus in an installment of "Secretary's Secrets." | Membership Director, Asst. Membership Director, Secretary | Membership Director | Membership Director | Document has started and will be shared with AMD and Sec once the first draft is finished. I will bring it to the MSC in September for review to make sure we dont want to make any additions/changes. | | | |
| | Create an exit survey and procedure for its administration by April 2020. | | Membership Director, Asst. Membership Director | Asst. Membership Director | Membership Director | First draft created and sent to MSC for review. | | | |
| | Host "Membership 101" session in January for in-person discussion and information sharing. | | Membership, Asst Membership, Active Member Rep | Membership Director | Membership Director | The plan is to host this session after the Jan GMM and before the Jan MSC meeting. More details to come. | | | |
| | Improve the transfer process by creating and utilizing a Transfer Toolkit. Research how other Leagues accept transfers and propose changes to JLT Policies, if appropriate. | Create a new Transfers FB Group | Membership & Ways and Means | Asst. Membership Director | Asst. Membership Director | PE Comment: Can I be added to the FB group? | | | |
| | Retain 75% new members from the 2019-2020 class. | | New Member Committee, New Member Rep | New Member Rep | New Member Rep | Currently 38 New Members; their dues are due on Sept. 3 and at that point we can evaluate initial retention | | | |
| | Retain 75% of 2019-2020 active membership. | Communicate to Chairs in the summer that this is a major initiative they must lead. Adjust GMM structure per member survey feedback, i.e. moving time of the meeting up by half an hour. Engage Diversity and Inclusion early in League Year to host trainings for each committee and bolster inclusion for duration of 19-20 year. Increase individual/one on one interactions between members and Active and New Member Representatives. | Membership Director, Asst. Membership Director, Member Representatives, Diversity and Inclusion | Active Member Rep | Active Member Rep | In progress. Working on increasing one on one interactions with members through personal phone calls and personal invites to events throughout the year. The GMM Survey set to take place at the first GMM will help to give membership team a better picture of how members care to engage throughout the league year. call 10-19 members in Jan/Feb | | | |
| | Implement a recognition program that allows all Members to submit nominations for JLT Jewels through Digital Cheetah by September 2019. | DC submission form anyone can input at anytime- reason needed/cut off date for each month | Membership Director and Member Representatives | Membership Director | Membership Director | The form is up under the resource tab and on the home page of DC. Request for a link/blurb about the form to be in each loop has been sent. Reps are working on getting Grand Prize gifts. I would like to call the section in the loop where we recongize each jewel the JLT Treasure Chest or something along that line. | | | |
| | By 2022, the League will have an 85% satisfaction rate amongst active members. | | | | | | | | |
| | Establish benchmark Standardized satisfaction survey and Analyze and report on the standardized survey results to BOD by February 2020 | why you stay and why you may be leaving possible break up of years/ break up of ppl that met hours | Membership, Asst. Membership, Active and New Member Reps, Communications Council | Asst. Membership Director | Asst. Membership Director | Currently pulling the numbers for the past few years and collecting info on why folks left, or other factors that influenced their deceptions - will have a breakdown by age and other demographics involved - our survey will be built off of trends and factors found in this data | | | |
| | Implement LD&T Certificate Program and award successful Members their certificate at the 2020 May Celebration. | | LDT, Training Council | Training Director | Training Director | Both tracks have been planned and approved. Communications has created branding for each | | | |
| | By 2022, the League will adopt a new system for Membership commitment in order to accommodate different levels of participation in the League and to allow for lifelong Membership. | | | | | | | | |
| | Explore Lifetime Dues for Sustainers | | Asst. Membership Director | Asst. Membership Director | Asst. Membership Director | Have collected info/costs from two leagues who do this, awaiting two other leagues and will begin comparing and presenting the possibilities | | | |

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| | Establish a definition for the baseline membership commitment by December 2019. | Membership Committee and Ways and Means to explore other league's answer to this; explore if a task force should be created for this task; seek outside guidance- association executive, other membership organization leaders, etc. | President Elect | Ways and Means and President Elect | emails have been sent out to other leagues for intel on this | | | |
| By 2022, the League will have implemented a leadership placement system based on skills development goals and the Chair-Elect System. | | | | | | | | |
| | Develop a "Willingness to Serve" form for chair-elect submission | This form should be in place for use in 2019. | VP of Governance | VP of Governance | Decided on edit to application to reflect two options: Chair and CE. Back on traditional application timeline | | | |
| | Implement the new chair system, in order to reduce the need for "co-chair" positions, provide better support for current chairwomen and ensure committees have adequate support to function at their highest level. | Determine and implement the chair-elect system. Create policy for selection of chair-elect when there are multiple women interested. Policy submitted to BOD by March 2020. | VP of Governance | VP of Governance | Successful meetings-- with PE & MTD, reduced number of chairing positions. Next focus will be on ensuring committees have adequate support. In progress. | | | |
| | Host "Talk Back" sessions for members to unveil the changes to election of committee chairs and the interview process by January 2020. | | VP of Governance, Training, Communications Council Council | VP of Governance | In progress. Planning with committee now. | | | |
| By the end of league year 2021-2022, 20% of Sustaining members will engage in the League's leadership development and community impact efforts. | | | | | | | | |
| | All council directors will identify and offer at least two opportunities for sustainers to be involved as it relates to their council's activities and submit to Sustainer Rep.-Elect by September 2019. | Sustainer Reps. Will provide feedback on events/efforts that are priorities to sustaining members. | All Council Directors | Sustainer Rep-Elect | Community Director: Sent list of potential shift opportunities to Sustainer Rep-Elect | | | |
| | Develop and implement a communications strategy specifically to inform Sustainers about upcoming events and volunteer opportunities. | Create donation opportunities that correspond with volunteer efforts, i.e. collecting gift cards and toys at Sustainer Holiday Party to support League projects. | Sustainer Reps, Communications Council | Sustainer Rep | | | | |
| Focus Area: LEAGUE GROWTH AND SUSTAINABILITY | | | | | | | | |
| | By 2022, The Communications Council Council Council will create and implement a educational awareness campaign for internal and external audiences, focusing on the impact and mission of the league. | | | | | | | |
| | Create communications plan to correspond with the 60for60more campaign and celebration of JLT Anniversary year. | | 60for60, Communications Council | Communications Director | Monthly posts to correspond with decade theme, highlighting accomplishments have been scheduled. | | | |
| | Establish a local television or print media partner to feature JLT community impact and service on a monthly basis. | | Communications Council | Communications Director | Meetings with WFSU, WCTV, Democrat to be set by end of August, planning monthly feature | | | |
| By 2022, the League will improve its visibility as an organization of women empowered as leaders creating community impact. | By 2022, have a process of identifying league and community leaders. | | | | | | | |
| | Implement the "Are You on Board" initiative to identify and develop League and community leadership by February 2020. | | Training & VP of Governance | VP of Governance | | | | |
| | Host at least two trainings to educate JLT members about the investment level expected for those serving in leadership positions in both the League and other community organizations. | One-hundred percent attendance and participation is expected from current and prospective JLT leadership (chairs, MT, BOD). | Training Council, Communications Council, Funding Council, VP of Governance, VP of Development | Training Director | The "Funding" training in LDT's Civic Management track will cover this topic, so one of the two has been definitively identified. | | | |
| | Monthly recognition of JLT members serving other community organizations that align with the JLT Mission and Impact Statement. | | Membership, Asst Membership, Reps | Membership Director | suggest to committees that it should be a standing committee meeting item to remind people about jewels! | | | |
| The Junior League of Tallahassee's strives for our Membership make up to be reflective of the diversity exhibited in the community we serve within all levels of Membership and leadership. | Establish and implement the mechanism to track Membership demographics (e.g., ethnicity, zip codes) and demonstrate improvement towards alignment of Leon County's demographics by 2022. | | | | | | | |
| | Establish mechanism to track membership demographics including race, ethnicity and zip code by January 2020 and create responsive membership recruitment plan to work towards alignment with Leon County's demographics. | Analyze Leon County population demographics, educate and encourage members to complete their Digital Cheetah profile, create responsive recruitment plan based on data collected. | All led by Ways and Means and Membership Director | Ways and Means and President Elect | In progress. Analyzed county-level and NM data. Membership data not available. | | | |

