Strategic Plan
2025-2028

MISSION
Bay Area Service League volunteers empower individuals, enhance self-esteem, and strengthen the community through impactful programs and collaborative partnerships.

VISION
Create a community where all essential needs are met for children and families.

VALUES
Bay Area Service League embraces the following **CLEAR** values:

Commitment
Leadership
Ethics
Accountability
Respect

GOALS
1. Design, operate and evaluate effectiveness of philanthropic programs to meet identified community needs
2. Ensure fiscal accountability to support our philanthropic and related activities
3. Grow and retain a diverse, informed membership to ensure the success of the mission
4. Increase recognition of the Bay Area Service League in our community to grow our philanthropic fundraising and membership activities

STRATEGIES

1 Philanthropic
- ☐ Staff all philanthropic programs adequately
- ☐ Evaluate philanthropic programs
- ☐ Research community needs
- ☐ Review & update Risk Management & Safety Plan
- ☐ Explore development of new programs

2 Resource Development
- ☐ Manage our finances prudently and with accountability
- ☐ Maximize efficiency in existing fundraisers, philanthropies, operating & admin expenses
- ☐ Establish contingency plans for unexpected financial change
- ☐ Review & update Risk Management & Safety Plans

3 Membership
- ☐ Recruit membership
- ☐ Retain membership
- ☐ Orientation for new members
- ☐ Engage membership
- ☐ Nurture and develop potential leaders
- ☐ Review & update Risk Management & Safety Plans

4 Marketing
- ☐ Expand community contacts
- ☐ Promote philanthropic programs, fundraisers and membership via comprehensive marketing team
- ☐ Promote brand recognition, credibility, member & community engagement and enhance social media
- ☐ Review & update Risk Management & Safety Plans