

## Goal One: Visibility and Impact

*Create awareness and understanding of the JLI mission and its focus on child health and welfare through strategic marketing and public relations, thereby initiating positive community change.*

- Increase the community awareness of the JLI mission, community projects, and fundraisers.
- Promote the historical significance of the Schnull-Rauch House within the community.
- Employ strategic marketing efforts and incorporate technology to increase JLI visibility in the community.
- Partner with diverse community organizations for fundraisers and community projects.
- Maintain and develop long-lasting corporate sponsorships.
- Promote JLI to prospective transfers.
- Refine and promote the JLI website.

## Goal Two: Financial Support

*Develop the financial means and support to enable the JLI to effectively meet the needs of the community.*

- Communicate the results of all fundraising efforts to membership.
- Continue to refine the budgeting process to maximize net revenue.
- Evaluate dues biennially.
- Evaluate current fundraisers annually for financial gain and membership participation and satisfaction.
- Increase fundraiser revenues annually.
- Initiate new corporate contributions.

## Goal Three: Connection and Commitment

*Foster a sense of connection both among JLI members and between those members and the community, resulting in each member's increased commitment to the JLI and its mission.*

- Educate members about community issues related to child health and welfare.
- Educate and advise members about flexible placement opportunities that meet members' specific needs and abilities.
- Maintain communication and involvement with sustaining members.
- Provide mentoring to first and second year actives and transfers.
- Communicate the allocation of fundraising revenue.
- Seek community projects that complement members' needs and the needs of the community.
- Recruit a diverse and committed class of provisionals.
- Retain actives and sustainers.

## Goal Four: Civic Leadership

*Develop the skills of women through training opportunities and volunteer experiences to create effective community leaders.*

- Provide diverse training opportunities for members within JLI and the community at large.
- Increase participation of JLI members in training opportunities annually.
- Increase leadership applications of members annually.
- Educate members about the JLI mission, community projects, and fundraisers.
- Identify the unmet needs of the community in the area of children's health and welfare.
- Provide opportunities for community impact.
- Preserve the Schnull-Rauch House and its historical integrity.



**JUNIOR LEAGUE OF  
INDIANAPOLIS**

*Women building better communities*