



Mission: The Junior League of Jacksonville (JLJ) is an organization of women committed to promoting voluntarism, developing the potential of women, and improving the community through effective action and leadership of trained volunteers.

### COMMUNITY ENGAGEMENT

1. By 2025 the JLJ, through its partnerships, will increase the availability of fresh produce to households in District 5 (health zone one) by 5%.

Objectives	Evidence of Success	Dates/Deadline
1.1 Increase the number of fresh food meal kits which are prepared through Fresh Minds for distribution to the designated partner.		
<p><i>a. Purchase food items that are readily available for recipients to re-create on their own in the future.</i></p> <p><i>b. Increase the number of meal kit shifts offered to the League.</i></p> <p><i>c. The Fresh Minds program will provide at least 5,000 meals for the League year.</i></p>	<p><i>a. Aldi, Costco, Trader Joe, et.al, food options may be used. The committee strives to select items that can be purchased anywhere.</i></p> <p><i>b. Digital Cheetah shifts are up and fill up fast, the number of participants per shift has been increased.</i></p> <p><i>c.</i></p>	<p><i>a.-c. May 2022</i></p>
1.2 Reduce operating costs to allocate more money toward the meal kit program.		
<p><i>a. Apply for grants in collaboration with the Grants Committee.</i></p> <p><i>b. Meet with community partners to determine if food drives can occur to benefit Fresh Minds.</i></p> <p><i>c. Ask JLJ members to bring a set food item at GMM's</i></p> <p><i>d. Research community partnerships that may assist with meal kit operations.</i></p>	<p><i>a. Met with Grants and submit applications for prospective grant awards pertaining to food insecurity.</i></p> <p><i>b. VP Community submitted a motion that was approved to partner with Girl Scouts and have them work a food drive in October 2021 that benefits Fresh Minds. Board approved motion.</i></p> <p><i>c. Peanut butter jar collections occurring at GMM and from New Member large groups.</i></p>	<p><i>a-c: April 2022</i></p>
1.3 Partner with at least two new organizations to expand, or start, nutritional education programs and/or awareness through our KITK and/or Fresh Minds programs.		



<p>a. Brainstorm what organizations JLJ has not partnered with thus far. Reach out to determine compatibility and willingness to collaborate.</p> <p>b. Submit a motion to the Board for approval to onboard new partners.</p> <p>c. Make any updates to the KITK nutritional guide prior to passing out to new partners.</p>	<p>a. DIAD and VP Community spoke with Girl Scouts.</p> <p>b. Fresh Minds provided items that could be obtained from a food drive.</p> <p>c. Motion to the Board that approved Girl Scouts as a new partner.</p> <p>d.</p>	<p>a. April 2022</p>
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### MEMBER ENGAGEMENT

2. By 2025, the JLJ will have a system in place to measure, track and impact membership engagement in support of the mission.

Objectives	Evidence of Success	Dates/Deadline
2.1 Explore opportunities to recruit from various associations and organizations.		
<p>a. MOE to complete demographic survey of JLJ current membership.</p> <p>b. MOE may research and recruit from new organizations that may not have prior knowledge of JLJ (for example, UNF, JWLA, JU, Edward Waters, FSCJ, FLEOA, JSO, CCSO, etc).</p> <p>c. DE&amp;I may partner with MOE for recruitment.</p> <p>d. Event Planning to survey the League on what events they support.</p>	<p>a. Obtain survey from AJLI with JLJ demographics.</p> <p>b. Compile questions for Management Council then Board approval for an internal demographic survey.</p> <p>c.</p> <p>d.</p>	<p>a. April 2022</p>
2.2 Implement more training opportunities pertaining to volunteer skills that benefit members.		
<p>a. Evaluate and adjust the League's access to technology as a tool to facilitate training opportunities.</p> <p>b. Enrichment and Training committee shall development and implement a training curriculum.</p>	<p>a. Communications committee assign zoom ability to other committee members, so VP is not solely responsible for zoom access.</p> <p>b. Utilize text box service for more League wide reminders.</p> <p>c. Deployment of L.E.A.D. program</p> <p>d.</p>	<p>a. April 2022</p>
2.3 Engage more with sustainers.		



<p>a. Work with sustainer rep to the Board for sustainer volunteer opportunities with JLJ shifts.</p> <p>b. Survey sustainers for what they want from the League.</p> <p>c. Invite sustainers to League sponsored events. MC and JLJ members may attend same events and make connections with sustainers.</p> <p>d. New member to host social or an event to encourage interaction between sustainers and new member class.</p>	<p>a. EVP to help Sustainer rep with securing a meal kit shift for sustainers to work in the Spring.</p> <p>b. Membership VP to assist in cleaning up the sustainer membership database for an accurate list of current sustainers before dissemination of sustainer survey. Also, survey must be approved by President prior to distribution.</p> <p>c. EVP spoke with Janet in October who affirmed sustainer meal kit shifts in the spring is a good idea. Kimberly to get her a summary of what the shift is like for disbursement to sustainers.</p> <p>d.</p>	<p>a. April 2022</p>
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### MEMBERSHIP- DIVERSITY, EQUITY, & INCLUSION

- 3. By 2025, the JLJ will attract and retain a committed membership with a desire to work in an inclusive and respectful manner with each other and within the Jacksonville community.

Objectives	Evidence of Success	Dates/Deadline
3. Increase member retention by 3% from prior league year.		
<p>a. Have more individual conversation with committee members.</p> <p>b. Not over commit to projects. Focus on Signature Project. Help members connect with our meal kit efforts and offer volunteer shifts with agencies that help with food insecurity.</p> <p>c. Speak more about our placement and nominating process to all members so we can recruit a more diverse application pool for leadership in the League.</p> <p>d. MOE to follow up during the year with members.</p>	<p>a. VP's and EVP to call, text, email, and speak with chairs more frequently during the whole year.</p> <p>b. Enforce League policy on what events we will volunteer at and what events we do not (ie: we do not fundraise for other organizations).</p> <p>c. Have Nominating speak at Joint Council.</p> <p>d.</p> <p>e.</p>	<p>a. May 2022</p>
3.2 Work with DE&I to create awareness training pertaining to all aspects of DE&I		



<p>a. Communications shall assist DE&amp;I in appropriate social media coverage of training event.</p> <p>b. Membership council to work together to implement training cross-council.</p> <p>c. Research via AJLI seminars, training, virtual sessions pertaining to DE&amp;I that our League members may be able to participate.</p>	<p>a. DE&amp;I is working with Enrichment and training committee on LEAD training.</p> <p>b. AJLI emails have been published for members to review about participating in Courageous Conversations. MC to further broadcast the information.</p> <p>c.</p> <p>d.</p>	<p>a. May 2022</p>
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FINANCIAL STABILITY

3. By 2025, the JLI will develop a strong, sustainable organization with diverse revenue sources and will work to maximize the potential revenue from the Riverside House.

Objectives	Evidence of Success	Dates/Deadline
3.1 Incorporate our community-driven vision statement into all fundraising messaging.		
<p>a. Communicate how fundraising money is spent to members so they can speak efficiently and effectively during fundraising events.</p> <p>b. Incorporate Fresh Minds into fundraising events and broadcast via social media.</p> <p>c. Increase brand awareness of JLI that incorporates Fresh Minds and KITK.</p>	<p>a.</p>	<p>a. May 2022</p>
3.2 Increase fundraising awareness league wide.		
<p>a. Create training video to help teach members how to “ask.”</p> <p>b. Use an updated, accurate, streamlined sponsorship packet.</p> <p>c. Make a fundraising curriculum.</p> <p>d. Create individual videos of members speaking about how they fundraise and what they say about the League in support of our fundraising efforts. Make fundraising personal.</p> <p>e. Find speakers for the new member training sessions about personal experiences regarding fundraising.</p>	<p>a. Member at Large, Jennifer Bowman created a video that HTOH used.</p> <p>b. President updated the sponsorship packet.</p> <p>c.</p>	<p>a. May 2022</p>



3.2 Increase brand awareness surrounding the Riverside House.

<i>a. Increase budget to the committee for use in marketing the property.</i>	<i>a. Riverside was given a larger budget this year than in prior years.</i>	<i>December 2021 for HTOH related items.</i>
<i>b. Increase marketing of the HTOH event, which shall feature the Riverside House as a property.</i>	<i>b.</i>	<i>April 2022</i>
<i>c. Increase ticket sales to HTOH by 5% from prior year's sales.</i>	<i>c.</i>	
<i>d. Market the property with event planners and photographers.</i>		