

Compassionate Action: Building a Future of Lasting Impact

At its founding nearly a century ago, Assistance League set a bold course for compassionate action through the hearts and hands of dedicated volunteers. Our focus on assisting people to reach their full potential is more important now than ever before. We remain deeply committed to creating opportunities for individuals to make a lasting impact on the lives of others, especially children in need, while fostering meaningful connections across generations. With this plan, we prepare to continue into our next 100 years, through a national network of affiliated chapters and volunteers who rely on National Assistance League to: 1) develop the leadership capacity and volunteer community needed to realize this vision, and 2) identify opportunities for growth based on our strong brand legacy.

Strategic Priorities

Strengthening National-Chapter Relationships

Assistance League is a united national network of independent chapters leveraging a trusted support system to efficiently and effectively carry out our shared mission.

3-Year Goal

- Reinforce collaborative working relationships between National Assistance League and the chapter network to help chapters build capacity and remain sustainable

Building Brand Perception and Relevance

Assistance League is known nationally for its philanthropic work and its unique model of volunteerism.

3-Year Goals

- Improve national and regional recognition of Assistance League's brand based on its extraordinary collective program impact
- Grow total Assistance League participation by 10% from 2025-26 levels

Achieving Sustainability and Financial Stability

Assistance League has the necessary expertise and reliable resources at the national level aligned to effectively support and enhance the viability of its network.

3-Year Goals

- Engage the national team to provide services that are aligned with our mission, vision and purpose
- Complete the funding transition from member dues to chapter fees
- Diversify and grow additional revenue streams

What Makes Us Different?

Assistance League volunteers become trusted allies to those who can benefit the most from our support. This unique approach sets us apart, emphasizing the power of relationships to uplift and inspire the next generation while empowering individuals to contribute to society in meaningful ways throughout their lives. By building intergenerational connections, we are shaping a future where everyone plays a part in strengthening the fabric of society. Together, we are creating lasting impact through the power of community service.

Key Strategies

- Clarify roles and amplify connections across the Assistance League organization
- Improve chapter leaders' perception of national resources and services
- Increase opportunities for national volunteer leadership and advisory roles
- Broaden the Assistance League community with unified resonant messaging
- Engage supporters around our collective mission-driven impact
- Initiate partnerships for new volunteer and support opportunities
- Expand Assistance League's geographic footprint

Assistance League is united by a common purpose:
Assisting others to reach their full potential



Programs and Activities*

Leadership Development and Support

Connecting the *Network* with *Knowledge*

- Build communication and education infrastructure
 - peer learning, leader training, and interactive meetings
 - services directing leaders to resources

Celebrate member and chapter milestones, awards, and accomplishments

- Enhance online resources and networking
 - additions to Resource Library
 - regional and national meetings

Volunteer Community Building

Involvement via Brand *Image* and *Impact*

Develop and focus digital footprint across the network on community impact and brand identity

Deploy peer experts to chapters in need of assistance

Pilot youth mentoring as part of Operation School Bell®, including volunteers not aligned with a chapter

*examples of near-term initiatives

Value Proposition

Every chapter of Assistance League benefits from affiliation in four ways:

1. **Network:** Connectivity between and within chapters to foster leadership, innovation and collaboration
2. **Knowledge:** Resources, training, communication and guidance to support chapter excellence
3. **Image:** Unique national brand identity and programs
4. **Impact:** Opportunity to achieve greater community impact with fewer resources - dollars, time and volunteer effort

These are the elements of value that chapters receive in exchange for their support of the national organization.