



2025 - 2028 Strategic Plan

Mission

Assistance League volunteers transforming lives-strengthening community.

Vision

Essential needs are met in our community and families flourish.

Values

Commitment
Leadership
Ethics
Accountability
Respect

Goals

Goal 1: Add new members, and increase participation of existing members.

Goal 2: Sell old Bargain Box building, maintain and improve new Bargain Box building, and pay off mortgage of new building.

Goal 3: Evaluate and support philanthropic programs and expand fundraising events.

Goal 4: Promote Bargain Box Thrift Store and increase communication of ALP's contributions to community.

Strategies

Goal 1:

- Add 8 to 10 members each year.
- Revise Orientation.
- Increase number of members involved in various volunteer programs and endeavors.

Goal 2:

- Sell old Bargain Box Building.
- Maintain and improve new building.
- Pay off mortgage.

Goal 3:

- Evaluate philanthropic programs based on community needs, member participation, and budget constraints.
- Expand Operation School Bell®.
- Evaluate and enhance fundraising events and consider new ideas.

Goal 4:

- Continue to utilize digital, print, and social media marketing; add new contacts.
- Increase outreach endeavors to promote ALP