



FOUNDATION

OUR MISSION

The Junior League of Winston-Salem, Inc. is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

VISION

The JLWS nurtures and educates individuals to build healthier families and a stronger community.

VALUES

- We exist to strengthen and improve our community
- We value and support the power of trained volunteers
- We value each member
- We value and encourage ethnic, racial, religious, and economic diversity
- We grow through challenging experiences
- We wisely manage our resources
- We are ethical and fair

STRATEGIC GOALS & PROGRAM OBJECTIVES

MEMBER ENGAGEMENT

1. To have inclusive and equitable systems in place to recruit and retain members that represent the diversity of our community, and to maintain member engagement at different levels of experience and commitment through which they can achieve their leadership development goals.

1.1 By 2027, establish a comprehensive tracking system for member engagement to drive decisions aimed at improving the membership experience.

1.2 By 2027, create 3 additional opportunities for members to engage in the Junior League beyond their placement.

1.3 By 2027, continue growth and participation in diverse and inclusive events within the community and implement continued DEIB training within the League.

1.4 By 2027, create a plan to support the new member transition to active member status.

1.5 By 2027, the JLWS will create a plan to improve the transition process for committee leadership and placements.



FOUNDATION

OUR COMMITMENT TO DIVERSITY & INCLUSION

The Junior League of Winston-Salem, Inc. welcomes all women who value our Mission. We are committed to inclusive environments of diverse individuals, organizations and communities

2024 – 2027 FOCUS AREAS

Educating and mentoring youth from birth to age 18
Women's health
Food insecurity

STRATEGIC GOALS & PROGRAM OBJECTIVES

COMMUNITY ENGAGEMENT

2. To effectively utilize our members' volunteer skills and collaborate with local organizations, to effect measurable social change in identified areas of impact through tactical, gap-informed, DEI-focused ways in our community.

2.1 By 2027, secure 12 community partners who support the League through the donation of goods.

2.2 By 2027, achieve 100% of active resident members and new members who have completed at least 1 community volunteer shift.

2.3 By 2027, develop a set of KPIs for tracking community impact.

2.4 By 2027, develop a plan to restructure the format of community programs to align with size of the JLWS member volunteer pool, changing community dynamics, and legislation and conduct research into new potential programs.



STRATEGIC GOALS & PROGRAM OBJECTIVES

ORGANIZATIONAL & FINANCIAL ENGAGEMENT

3. To build a sustainable financial model that ensures the long-term health of the organization, which includes a mix of membership dues, fundraising events, and fund development through annual fund donations and corporate sponsorships.

3.1 By 2027, the JLWS will diversify sources of financial, in-kind, and other support by securing 7-10 new corporate, investment, or other categories of funding sources.

3.2 By 2027, the JLWS will grow income from Annual Fund contributions, grants, and corporate sponsorships to cover 20% of the total budget.

3.3 By 2027, evaluate current dues payment structure and amount and develop a plan for future dues collection.

LEAGUE VISIBILITY & BRAND SUSTAINABILITY

4. To increase JLWS visibility as an organization of women empowered as leaders creating community impact through local volunteerism, and also empowered through professional development within the larger AJLI network.

4.1 By 2027, create a plan to increase internal transparency into JLWS leadership structure, educate members about JLWS Council structure, and showcase areas of the JLWS so members can better understand where they may like to contribute and develop leadership skills/experience.

4.2 By 2027, create a plan to facilitate clearer/streamlined internal communications, promote member readership/engagement, and strengthen Communications Council's working partnership with all Councils and Committees.

4.3 By 2027, create a communications plan to foster and showcase a culture of community, engagement, and camaraderie within the JLWS.

4.4 By 2027, create an external communications plan to showcase the modern "new JLWS" brand and convey the ROI of joining the JLWS.