



June 2025 - May 2030 Strategic Plan

PITT: Publicity, Infrastructure, Train, Transform

The Junior League of Pittsburgh (JLP) is committed to the following strategic initiatives to ensure the vitality, longevity, and relevance of our organization by promoting the visibility and mission of our organization, contributing to the success of our members, and serving our community now and in the future. The goals and strategies listed in this plan will be implemented by current and future JLP leaders. Both task completion and measures of progress will be monitored by the Board of Directors and Management Team. In the event of barriers to progress, environmental changes, and/or early success, the JLP Board of Directors will make updates to this strategic plan as needed.

Mission: The Junior League of Pittsburgh is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training. Our purpose is exclusively educational and charitable. We reach out to women of all races, religions and national origins who demonstrate an interest in and commitment to voluntarism.				
<u>P</u>ublicity	<u>I</u>nfrast<u>r</u>ucture	<u>T</u>rain	<u>T</u>ransform	
Optimize Communication to Maximize JLP Visibility and Public Awareness	Strengthen Foundation for Organizational Sustainability and Growth	Leverage Our Network to Develop Women Leaders for Effective Action	Strategically Understand Community Needs and Generate Opportunities for Impact	
- Establish a strong public-facing brand presence by formalizing and launching an external communications plan - Build visibility with consistent, mission-driven messaging by developing a PR strategy, a greater social media presence, and public exposure at JLP events - Engage constituents consistently through outreach and relationship-building - Support member recruitment and engagement by highlighting impact and experiences	- Embrace new technology platforms for smoother operational processes - Provide a positive membership experience to drive retention - Expand recruitment efforts to ensure long-term sustainability - Focus on fund development methods to diversify funding for financial viability - Standardize evaluation and feedback for continuous improvement - Assess structures and processes to enhance operational excellence	- Fully utilize relevant external sources for leadership and board-readiness training - Continue to build on the foundation of personal and professional development through the lens of better preparing members for civic leadership - Learn, celebrate, and leverage member accomplishments and impact inside and outside of the JLP - Foster belonging by building an inclusive and supportive internal network	- Define, develop, and oversee the strategy of community partnerships as a Board of Directors - Assess the JLP's capacity for community impact to define a realistic and sustainable scope of work - Evaluate the focus area of food insecurity and explore future impact areas - Quantify and promote collaborative community investments - Continue yearly meaningful direct service with community partners	