



2026-2029 Strategic Plan

Empowering Women to Transform the Atlanta Community Together

Since its founding over a century ago in 1916, the Junior League of Atlanta, Inc. (JLA) has served as a catalyst for positive, meaningful change for women and children across Atlanta. The JLA was instrumental in founding some of the most important non-profit and educational institutions in the city, including the Atlanta Speech School, the Atlanta Children's Day Shelter, the Atlanta Symphony Orchestra, Trees Atlanta, and CHRIS180. Our members have been solving the most pressing issues facing our community for 109 years, recognizing that we make a deeper impact when we come together and work collectively.

Through our partnership with over 200 non-profit organizations in the wider metro Atlanta area, we provide expertise, leadership, and support where we are needed most. The JLA has supported countless community projects and initiatives through our pipeline of trained volunteer leaders, coupled with strategic funding and direct advocacy. The ways in which impactful volunteering in Atlanta has transformed over the last several years have been drastic, requiring flexibility and creativity. To meet the needs of the JLA's members, nonprofit partner agencies, and the city of Atlanta, innovative and intentional shifts in service and advocacy work have been and will continue to be critical. To ensure the League continues to drive positive change in Atlanta, it will continue to focus on the following three areas: **Membership Experience, Community Impact, and Operational Excellence.**

The gaps in opportunities for women and children in Atlanta are unique and wide. For years, Atlanta has been named one of the worst cities for income inequality, with just 4% of children born into poverty ever being able to move to the middle class. At the JLA, we believe women and children in communities disproportionately affected by social and economic inequities are resilient and resourceful. We believe that ALL women and children should be self-determined and exercise agency over their lives. And we believe that community involvement – OUR community involvement – will make the largest impact.

The JLA is guided by our vision to be a catalyst for community change by empowering women who are passionately focused on the health, education, and welfare of women and children, and is operating under a new mission to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training. JLA sets forth the following goals, steps to drive seismic shifts, and measures of success, ensuring the organization's viability and sustainability for many years to come.

This plan charts a clear and compelling path forward to strengthen our membership experience, deepen our community impact, and ensure long-term organizational sustainability. Grounded in JLA’s mission and values, this strategic framework reflects our commitment to cultivating empowered women, delivering meaningful volunteer service, and stewarding the League’s legacy for future generations.

Across the next strategic cycle, JLA will focus on three interconnected priorities: Membership Experience, Community Impact, and Operational Excellence. Together, these goals ensure that members feel connected, supported, and inspired; that our community partners are meaningfully served; and that our organization operates with integrity, transparency, and financial strength.

Vision

To be a catalyst for community change by empowering women who are passionately focused on the health, education, and welfare of women and children

Values	
Continuous Learning	Providing educational opportunities for personal growth and volunteer leadership in a supportive environment
Respect	Affirming the importance of our members’ diverse backgrounds, opinions, talents, and skills
Service	Believing in every member’s potential to make a difference in our community through voluntarism, community leadership, and advocacy
Responsiveness	Being attuned to our members’ and the community’s needs by being adaptable and flexible in our actions
Collaboration	Maximizing community impact through effective external partnerships and internal relationships to attain our shared mission

Commitment to Diversity, Equity & Inclusion

The Junior League of Atlanta, Inc. respects, values, and celebrates the unique attributes, characteristics, and perspectives that make each person who they are. We welcome all women who value our Mission and aim to create and retain a membership representing all socio-demographic aspects of our community. We believe that bringing diverse women together enables us to collectively and more effectively address the issues facing our communities.

We are committed to supporting inclusive environments and strive for JLA’s partners, strategies, and investments to reflect these core values.

GOAL 1: MEMBERSHIP EXPERIENCE

Goal Statement:

The Junior League of Atlanta (JLA) delivers a membership experience that develops mission-aligned women into confident and knowledgeable community leaders and builds enduring relationships to strengthen our members' lifelong connection to the League.

Strategies:

1. Ensure a standardized and modernized onboarding, training, and membership experience that clearly communicates expectations and strengthens members' understanding of the purpose, impact, and value of their service.
2. Strengthen membership recruitment to expand access for mission-aligned women, ensuring a diverse, inclusive pipeline of leaders who are committed to service, community impact, and lifelong engagement with the Junior League of Atlanta.
3. Deepen member engagement by creating purposeful opportunities for service and relationship-building in all stages of membership, strengthening sustained commitment to the League and the communities we champion.

Measurements of Success:

Strategy 1:

- 80% of Active, Provisional, and all Transfer members report receiving training that equips them to be knowledgeable and capable volunteers
- 85% conversion rate of Transfer to Active membership for each new Transfer class
- 80% annual retention rate at each level of membership

Strategy 2:

- 300 Provisional member class by FY29
- 80% conversion rate of Provisional to Active membership for each new Provisional class

Strategy 3:

- 80% of members at each stage of membership report feeling connected to the Junior League of Atlanta and its mission
 - Year over year increase in Sustainer participation through affinity group, board service, and advisory roles within the community. Baseline number to be determined in 2026-2027
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GOAL 2: COMMUNITY IMPACT

Goal Statement:

Grounded in our transformative legacy, the Junior League of Atlanta develops women leaders who drive meaningful community change through trained volunteer leadership, strategic advocacy, and collective impact.

Strategies:

1. Develop Every Child Reads, JLA's signature initiative, creating pathways for member engagement at every stage of membership.
2. Enhance community partnerships through the systematic evaluation and continuous improvement of JLA's volunteer engagement.
3. Strengthen the JLA's voice and influence in Atlanta by deepening partnerships, advancing advocacy, and staying informed about community needs.

Measurements of Success:

Strategy 1:

- Board approval of implementation plan as proposed by Every Child Reads Working Group
- Continued board oversight of metrics set forth in the implementation plan will follow in years 2-3 of the strategic plan cycle

Strategy 2:

- Review partner survey to baseline community partner satisfaction in 2026-2027
- 90% of community placements rate satisfaction with JLA volunteers as high or very high by 2028-2029
- Adoption and implementation of a modified CPEC process based on the recommendations to be provided to the Board
- Year-over-year improvement in JLA's ability to meet partner volunteer needs (members in placement/maximum number of volunteers requested by placement)

Strategy 3:

- Each year, 75% of members report enhanced understanding of community needs as a result of communications and training from JLA leaders and partners
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GOAL 3: OPERATIONAL EXCELLENCE

Goal Statement:

The Junior League of Atlanta is committed to operational excellence through financial stability, operational efficiency, consistent practices, dedicated governance, clear and effective communication, and impactful programming.

Strategies:

1. Develop and implement a comprehensive plan for JLA's Headquarters.
2. Implement processes and procedures to support a high-quality, consistent, member experience across all placements in the League, to include effective training, clear communication, and sustainable knowledge transfer.
3. Strengthen JLA's financial sustainability by diversifying revenue sources and building a culture of philanthropic engagement among members and supporters.

Measurements of Success:

Strategy 1:

- Convene stakeholder task force for the JLA Headquarters (HQ) building that recommends a plan for Board approval by FY27
- Establish funding plan for HQ by FY28
- Develop an HQ plan progress report

Strategy 2:

- Process for leadership training and knowledge transfer is in place by FY27
- By FY28, increased nominating applications by 5%

Strategy 3:

- Achieve a 10% annual increase in member giving to the Annual Fund
- Establish a baseline for non-member revenue (tickets, sponsorships, and philanthropic gifts from external supporters) by FY27
- Achieve a 10% annual increase in non-member revenue