



Strategic Plan 2018-2021

Mission Statement

The Junior League of Kane & DuPage Counties, Inc. (JLKD) is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers.

JLKD works to improve the lives of women and children (ages 0-5) who live in poverty in Kane and DuPage Counties in the areas of health, education, and shelter through our various community programs, direct service, and advocacy.

➤ ENGAGE

JLKD will engage with community partners on mutual goals while providing members meaningful experiences aligned with our mission statement. JLKD will engage with the public through consistent and targeted communications.

*Issue-Based Community Impact Program / Comprehensive Communications Strategy /
Strengthen Member Connections*

➤ INSPIRE

JLKD will inspire its members and the public to be change-agents by increasing visibility of influential members and alumni. We will further inspire those served by our partner organizations with programming focused on job skills, education, and early child development.

*Volunteer Scholarships & Educational Grants / Highlight Advocacy & Community Development Opportunities /
Expand Public Relations Plan / Cultivate Leadership Skills & Foster Education*

➤ GROW

JLKD will expand its membership through connections with community partners, increased public name recognition, and focused recruitment. JLKD will diversify its funding sources through financial partnerships that are aligned with its mission.

*Sustainable Fundraising Programs & Financial Sponsorships / Comprehensive Member Recruitment & Inclusion /
Inter-League Programming & Events / Pilot Program Development*