



Envision 100: 1925-2025 and beyond

Strategic Goals

Simplify (optimize utilization of resources)

- **Goal 1A:** Improve organizational effectiveness and operational efficiencies
- **Goal 1B:** Recruit and retain professional staff and national volunteers

Impact (grow membership opportunities and expand capacity)

- **Goal 2A:** Increase opportunities for more mothers/daughters to become members of National Charity League, Inc.
- **Goal 2B:** Develop strategic partnerships to meet communities needs
- **Goal 2C:** Build out and diversify revenue to support and sustain programming and services

Enhance (build stakeholder engagement)

- **Goal 3A:** Elevate the membership experience
- **Goal 3B:** Build relationships that expand brand awareness and increase external support for the vision and mission of NCL, Inc.