**Mission:**
YSTCA Southeastern Massachusetts is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.

**Vision:**
YSTCA Southeastern Massachusetts is recognized as the leader in advancing racial justice and women’s economic empowerment locally, regionally and nationally.

<table>
<thead>
<tr>
<th><strong>Goal 1:</strong> Development and Fundraising</th>
<th><strong>Goal 2:</strong> Branding and Communications</th>
<th><strong>Goal 3:</strong> Programs and Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Achieve Financial Stability and Sustainability</td>
<td>Increase marketing/communications to raise community profile and enhance knowledge of YWCA in the community</td>
<td>Expand Mission Impact programming.</td>
</tr>
</tbody>
</table>

**Objective 1:** Increase individual donor support by 25%; Increase membership by 50%

- Objective 1: Increase social media presence by 50%

**Objective 2:** Implement planned giving program

- Objective 2: Implement new YWCA branding into all web and print materials

**Objective 3:** Increase grants and fundraising efforts for existing and new programs

- Objective 3: Utilize outside media outlets/partners for enhanced marketing

**Action Steps:**
- Implement annual summer community event
- Reach out to former board members
- Target YWCA investments via estate planning
- Create stories about YWCA women and girls to promote programs and services
- Create short videos and cable TV programs to tell YWCA story highlighting different programs
- Revamp website utilizing new ‘YWCA Is On A Mission’ marketing campaign
- Create and use the tagline “The Difference is in the W” on all YWCA materials

**Objective 1:** Develop program for teen girls

- Objective 2: Determine need and viability for service provision to the LGBTQ population

- Objective 3: Increase racial justice and financial literacy programming and advocacy efforts, and research expansion opportunities across service area

**Action Steps:**
- Create quarterly speaker series
- Conduct needs assessment for service provision to the LGBTQ population

Approved by YWCA Board of Directors September 26, 2016