

**Mission:**

YWCA Southeastern Massachusetts is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.

**Vision:**

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

<p><b>Goal 1:</b> <i>Development and Fundraising</i></p> <p>Achieve Financial Stability and Sustainability</p>	<p><b>Goal 2:</b> <i>Branding and Communications</i></p> <p>Increase marketing/communications to raise community profile and enhance knowledge of YWCA in the community</p>	<p><b>Goal 3:</b> <i>Programs and Services</i></p> <p>Expand Mission Impact programming.</p>
<p><b>Objective 1:</b> Increase individual donor support by 25%; Increase membership by 50%</p>	<p><b>Objective 1:</b> Increase social media presence by 50%</p>	<p><b>Objective 1:</b> Develop program for teen girls</p>
<p><b>Objective 2:</b> Implement planned giving program</p>	<p><b>Objective 2:</b> Implement new YWCA branding into all web and print materials</p>	<p><b>Objective 2:</b> Determine need and viability for service provision to the LGBTQ population</p>
<p><b>Objective 3:</b> Increase grants and fundraising efforts for existing and new programs</p>	<p><b>Objective 3:</b> Utilize outside media outlets/partners for enhanced marketing</p>	<p><b>Objective 3:</b> Increase racial justice and financial literacy programming and advocacy efforts, and research expansion opportunities across service area</p>
<p><b>Action Steps:</b></p> <p>Implement annual summer community event</p> <p>Reach out to former board members</p> <p>Target YWCA investments via estate planning</p>	<p><b>Action Steps:</b></p> <p>Create stories about YWCA women and girls to promote programs and services</p> <p>Create short videos and cable TV programs to tell YWCA story highlighting different programs</p> <p>Revamp website utilizing new ‘YWCA Is On A Mission’ marketing campaign</p> <p>Create and use the tagline “The Difference is in the W” on all YWCA materials</p>	<p><b>Action Steps:</b></p> <p>Create quarterly speaker series</p> <p>Conduct needs assessment for service provision to the LGBTQ population</p>