

# GREAT FUTURES 2025

will be implemented through four strategic priorities, which will provide direction to give members a life-changing club experience.

## Strategic Priority #1 Increase Program Quality

To achieve great outcomes for youth and to live our mission, it is critical to achieve a high level of program quality, ensuring we consistently provide relevant, engaging experiences and opportunities for kids and teens.



## Strategic Priority #3 Advocate for Youth Development

To tackle the challenges facing youth in our community, we must position ourselves as the premier youth development advocate. This can include serving as a voice for youth and enabling youth to have a voice in communities.

## Strategic Priority #2 Strengthen our Organization

Increasing impact and quality requires strong leadership, capacity and capability. Initiatives include aligning strategic and operating plans with the purpose, cultivating world-class professional and board leadership, and growing resource development capacity.



## Strategic Priority #4 Reach More Youth

In pursuing the first three priorities, we will aim for incremental growth. Once we have achieved success in program quality and organization strength, and established our club as a premier youth development advocate, we will be positioned for accelerated growth.

