

A Vision for our Future

Gamma Phi Beta's strategic plan for fiscal years 2021-24



THREE PRIORITIES FOR FISCAL YEAR* (FY) 2021

- 1 Strategic Financial Discipline
- 2 Innovative and Accessible Lifetime Member Engagement
- 3 Inclusive and Diverse Membership

*Gamma Phi Beta's FY begins August 1 and goes through July 31 annually. This strategic plan is for August 1, 2020, and goes through July 31, 2024.

Our shared practical
vision for our
MEMBERSHIP includes



**Innovative and
Accessible Lifetime
Member Engagement****

**Inclusive and Diverse
Membership****

**Accessible Member
Experiences**

**Thriving Collegiate
Chapters**

**Valued Lifelong
Gamma Phi Beta Identity**

Our shared practical
vision for our
CULTURE includes



**A Strong Culture of
Trust and Appreciation**

**A Vibrant Culture of
Philanthropy**

A 150th Celebration

Our shared practical
vision for our
ENTERPRISE includes



****Strategic Financial
Discipline**

**Aligned Purposes
and Vision**

**Capitalized, Innovative and
Strategic Opportunities**

Our shared practical
vision for our
INDUSTRY includes



**Recognition as a
Bold Leader**

**Leveraged Strategic
Industry Partnerships**

**Strengthened
Community Impact**

**Indicates a top priority for FY21.