

One Gamma Phi Beta

Gamma Phi Beta's strategic plan for fiscal years 2025-27

STRATEGIC PRIORITIES

Cultivate Engagement



Recruitment, Retention, Alumnae, Facilities



Goals



- Positively impact member experience
- Ensure continued financial stability
- Bolster sisterhood engagement over a lifetime
- Enhance lifelong opportunities for connection through programming
- Boost engagement by elevating communication strategies
- Increase participation by sisters resulting in revenue and contribution growth

Innovate the Business Model



Think differently and update outdated processes



Goals



- Positively impact member experience
- Ensure continued financial stability
- Attract values-aligned sisters and foster innovation by reenvisioning recruitment philosophy
- Maximize impact and engagement by optimizing volunteer models
- Ensure the sustainability of Gamma Phi Beta by transforming revenue models
- Enhance belonging, equity, diversity and inclusion and accessibility efforts

Build a Technology Road Map



Elevate the Gamma Phi Beta experience for all



Goals



- Positively impact member experience
- Ensure continued financial stability
- Deepen membership connection and improve engagement experience by effectively leveraging technology
- Commit to assessment of all technology platforms and clarify technology and interconnectivity needs
- Optimize the use of technology through training and education for its effective use