



**GFWC VIRGINIA
STRATEGIC PLAN
2016-2018**

GFWC MISSION STATEMENT

The General Federation of Women's Clubs is an international women's organization dedicated to community improvement by enhancing the lives of others through volunteer service.

EXECUTIVE SUMMARY

Initially established as a Long Range Plan, the GFWC Virginia Strategic Plan supports and advances the GFWC mission, programs, and projects. The Strategic Planning Committee, appointed by the State President, works with the Executive Board and Standing Committee Chairmen to develop the Strategic Plan.

A strategic plan is a working document that guides and strengthens the activities of an organization. Goals, and strategies designed to achieve them, enable the organization to plan effectively for the future.

The GFWC Virginia Strategic Plan identifies five major issues facing our organization today. Those issues include: Leadership and Structure, Membership, Public Awareness, Financial Stability, and Programs and Projects. For each issue, goals, objectives, and strategies are established.

Focusing on these five main issues and achieving of the related goals and objectives will unify our members in their community service efforts, foster the development of leadership skills and the participation in continued learning, and cultivate lasting friendships.

STATEMENT OF RESPONSIBILITY

It is the responsibility of every member to support and promote the goals and objectives outlined in the Strategic Plan.

- The Executive Committee oversees the implementation of the Strategic Plan.
- The Strategic Planning Committee reviews and refines the Strategic Plan annually.
- The Executive Board actively promotes and participates in the implementation of the Strategic Plan.
- State Chairmen and Committee Members actively work to achieve the goals and objectives relevant to their area.
- District Officers and Chairmen promote activities and utilize materials that foster the achievement of the goals and objectives of the Strategic Plan.
- Clubs learn about and participate in activities that further the goals and objectives of the Strategic Plan through attendance at meetings and utilizing available resources.

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ISSUE: LEADERSHIP AND STRUCTURE

GOAL: Strengthen organizational leadership by providing training, development, and personal growth opportunities for districts, clubs, and members

OBJECTIVE #1: Develop new and update existing leadership development training resources

STRATEGIES:

- 1) Enhance leadership training resources for state and district leaders and provide professional development opportunities
- 2) Provide leadership training and develop new resources for clubs and members at state conferences, conventions, GFWC Virginia LEADS, and district meetings
- 3) Develop new and update existing leadership resource materials for districts, clubs and members, and promote their use
- 4) Explore the use of alternative leadership training innovations (including seminars, webinars, and instructional videos)
- 5) Enhance the use of the state website for the publication of leadership training and operational resources (including instructional presentations and state publications)
- 6) Promote the use of national and district mentors for districts and clubs
- 7) Encourage districts and clubs to evaluate their existing structure
- 8) Educate clubs and members about national, state, and district leadership opportunities and promote participation

OBJECTIVE #2: Review the existing state structure, obligations, programs, and projects to assure optimum operation

STRATEGIES:

- 1) Consistently review and structure state meetings to best conduct business
- 2) Increase knowledge of the strategic plan

ISSUE: MEMBERSHIP

GOAL: Broaden the membership base and enhance loyalty, purpose, and pride in clubwomen

OBJECTIVE #1: Enhance member retention and recruitment

STRATEGIES:

- 1) Provide opportunities to expand awareness and acknowledgement to reinforce the value of belonging
- 2) Identify and mentor at-risk districts and clubs
- 3) Promote successful district and club membership initiatives
- 4) Encourage clubs to review their current requirements and practices
- 5) Encourage districts and clubs to maximize recruitment opportunities, targeting specific population groups and utilizing local news media, social media, and blogs to promote events and community outreach projects
- 6) Encourage clubs to utilize social media to connect with former members and prospective members
- 7) Encourage clubs to develop and utilize a member recruitment packet
- 8) Encourage members leaving clubs to consider joining or establishing a new club

OBJECTIVE #2: Focus on establishing new clubs

STRATEGIES:

- 1) Continue to provide resources and incentives for the establishment of new clubs
- 2) Expand ways of guiding and mentoring new clubs for the early years and thereafter as needed
- 3) Target specific population groups (e.g. working women, retired women, new mothers) and utilize social media, blogs, and local resources to promote interest in the formation of new clubs

ISSUE: PUBLIC AWARENESS

GOAL: Raise public awareness through communications and education

OBJECTIVE #1: Utilize the GFWC brand identity to promote unity and name recognition for districts, clubs, members, and the community

STRATEGIES:

- 1) Educate districts, clubs, and members about the importance of using the GFWC brand identity (including the addition of GFWC to all club names)
- 2) Encourage districts and clubs to use national, state, and district emblems, slogans, and the GFWC Mission Statement
- 3) Encourage members to purchase and use emblematic materials
- 4) Make available for download from the state website, images of the national, state, and district seals for districts and clubs to utilize
- 5) Promote the GFWC Signature Project

OBJECTIVE #2: Enhance public relations education for districts and clubs

STRATEGIES:

- 1) Emphasize the importance for all districts to have and encourage clubs to establish a website
- 2) Encourage districts and clubs to engage in social and other media opportunities
- 3) Provide promotional resources to districts and clubs to aid their efforts to garner publicity
- 4) Enhance public awareness through advocacy

ISSUE: FINANCIAL STABILITY

GOAL: Ensure financial stability through fiscal responsibility

OBJECTIVE #1: Maintain a stable income stream to support the structure, programs, projects, and growth of the organization

STRATEGIES:

- 1) Enhance the promotion of the Dogwood Society (e.g. create an instructional profile highlighting history, advantages, requirements, and upgrade procedure for districts, clubs, and members), consider implementing additional incentives for Dogwood Society members (e.g. create a permanent list of members' names for publication on the state website), and additional contribution level tiers
- 2) Enhance the promotion of the 1907 Society and consider establishing contribution level tiers with additional incentives
- 3) Continue the promotion of monetary contributions to the GFWC Virginia Endowment Fund and Headquarters Operating Fund
- 4) Explore the use of innovative and cost effective formats for state events to capture interest and increase attendance
- 5) Expand fundraising initiatives
- 6) Explore creative options for state standing committees to meet (including time allocated at state meetings, joint meetings, webinars, and conference calls)
- 7) Promote participation in the Amazon Smile program and explore additional similar fundraising opportunities
- 8) Educate districts, clubs, and members on the value proposition of belonging to a professional organization

ISSUE: PROGRAMS AND PROJECTS

GOAL: Promote successful programs and projects to optimize community outreach initiatives

OBJECTIVE #1: Support programs and projects adopted and promoted by GFWC, states, districts, and clubs

STRATEGIES:

- 1) Enhance the promotion of the GFWC Signature Project and encourage districts, clubs, and members to publicize their support and participation
- 2) Encourage districts, clubs, and members to support and participate in State Projects, including the State Fair Educational Exposition
- 3) Consider the implementation of hands-on projects for member participation at state conventions and conferences
- 4) Highlight unique, creative, and successful club projects (e.g. feature as platform presentations, lunch and learn sessions, on the state website)
- 5) Encourage clubs and members to support and participate in district projects
- 6) Encourage districts and clubs to consider district-to-district and club-to-club partnerships to enhance project outcomes and community outreach
- 7) Encourage districts and clubs to review and utilize national and state resolutions as a resource in program and project planning

OBJECTIVE #2: Partner with other organizations to expand community outreach and organizational presence

STRATEGIES:

- 1) Encourage districts and clubs to consider partnering with other non-profit organizations to expand public awareness and enhance project success
- 2) Highlight successful partnerships with successful outcomes to educate districts and clubs