



GFWC VIRGINIA STRATEGIC PLAN 2022-2024

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, worked with the Executive Board and members to develop the 2022-2024 Strategic Plan.

A strategic plan is a working document that guides and strengthens the activities of our organization. Goals and tasks designed to achieve them enable the organization to plan effectively for the future. This document should also guide the districts and club's to their goals.

The GFWC Virginia Strategic Plan identifies five significant Strategic Goals of our organization today. These include Leadership and Structure, Membership, Public Awareness, Financial Stability, and Programs and Projects. We established objectives, tasks, and the responsibility for each goal.

Focusing on these five goals and objectives will unify our members in their community service efforts, foster the development of leadership skills, broaden our membership base, promote our brand, and create financial stability. Moving these goals forward will help us create a lasting legacy for our organization.

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 2022- 2024 Strategic Plan and uses it as the primary guide for moving our state federation forward.
- The Strategic Planning Committee reviews and refines the Strategic Plan for each administration.
- The Executive Board actively promotes and participates in implementing the Strategic Plan.
- State Chairmen and Committee Members actively work on the tasks to achieve the goals and objectives relevant to their area.
- Encourage the Executive Committee and State Chairman to utilize the resources listed 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 through the tasks.
- Clubs learn about and participate in tasks that further the goals and objectives of the Strategic Plan. They also use the Plan as a guide to move their clubs forward.

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Strategic Goal: Leadership and Structure

GFWC Virginia will strengthen organizational leadership by providing training, development, and personal growth opportunities for districts, clubs, and members.

Objective #1: Develop new and updated existing leadership development training resources.

Tasks:

- 1) Provide leadership training and develop resources for state, district, and clubs at state conferences, conventions, GFWC Virginia LEADS, and district meetings
- 2) Enhance the use of alternative leadership training innovations (including a mentor program, seminars, webinars, podcasts, and instructional videos)
- 3) Expand the use of the state website and GFWC Virginia Facebook private group to publish leadership training and operational resources (including instructional presentations and state publications).
- 4) Evaluate and educate districts and clubs on the structure of a club (i.e., club, online) and assist as needed
- 5) 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.

Tasks:

- 1) Review and structure state meetings to demonstrate inclusiveness of all (i.e., leaders, schedule, meetings, events, venue, members, pricing, and include a service component.)
- 2) Provide networking opportunities during state meetings.
- 3) Utilize virtual workshops throughout the year on topics such as project ideas and membership.
- 4) Investigate and implement reporting process changes, streamlining the club, district, and state process.
- 5) Assess the awards process and update as needed.
- 6) Review the structure of district jurisdiction within GFWC Virginia

Strategic Goal: Membership

GFWC Virginia will broaden the membership base and enhance all members' loyalty, purpose, and value.

Objective #1: New Club creation across all classes of membership

Tasks:

- 1) Promote GFWC Grants for new club creation
- 2) Develop new structural options (i.e., colleges, Facebook, book, online, lunch, or dinner clubs) to increase diversity, equity, and inclusion in new clubs and publicize
- 3) Update the New Club Kit to keep it relevant and encompass the first year of operation

Objective #2: Engagement and communications between Club Members, Clubs, Districts, State & GFWC

Tasks:

- 1) Create a member database to be utilized for all media platforms
- 2) Survey all members at least twice per year and communicate results in a timely fashion
- 3) Expand our use of all media platforms available – GFWC Virginia private, Facebook, Twitter, Instagram, Constant Contact, website, and email
- 4) Create a resource library of GFWC-Virginia members with talents- i.e., technology, writers, website designer, meeting planners, etc.

Objective #3: New Member Recruitment

Tasks:

- 1) Enhance the public-facing portion of the existing website to showcase to potential members who we are and what we do

Objective #4: Member Value

Tasks:

- 1) Create a value package to share with members
- 2) Promote the value of belonging to the GFWC to members at all levels
- 3) Publicize to potential members the value of membership in GFWC

Strategic Goal: Public Awareness

GFWC Virginia shall promote public awareness through communications, our brand, and advocacy efforts.

Objective #1: Review the current brand of GFWC Virginia

Tasks:

- 1) Review and research the current branding and make recommendations as needed.

Objective #2: Utilize the GFWC brand identity to promote unity and name recognition for districts, clubs, members, and the community

Tasks:

- 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) Strengthen awareness of the national, state, and district emblems, slogans, and the GFWC Mission Statement and make it available for download from the state website
- 3) Utilize social media platforms to promote the GFWC Virginia brand to the public

Objective #3: Enhance public relations promotion of resources and advocacy efforts of the national, state, district, and local clubs

Tasks:

- 1) Create a downloadable resource (template) members can use in their community to promote GFWC (national, state, district, and club) to the public
- 2) Provide members with GFWC's Virginia advocacy efforts resources they can use throughout the year with members and the public

Strategic Goal: Financial Stability

GFWC Virginia will ensure financial stability through fiscal responsibility to its members.

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

Tasks:

- 1) Promote the Dogwood Society and provide materials on the GFWC Virginia website for members to download
- 2) Support the 1907 Society by encouraging the advancement of monetary contributions to the GFWC Virginia Endowment Fund and Headquarters Operating Fund
- 3) Investigate cost-effective options for state meetings to demonstrate inclusiveness to all members.
- 4) Utilize creative meeting options for the standing committees, including virtual meetings, state meetings, and joint meetings
- 5) Expand fundraising initiatives and continue promotions Amazon Smile program and explore additional similar fundraising opportunities

Strategic Goal: Programs and Projects

GFWC Virginia shall promote successful programs, hands-on projects & helpful workshops to optimize community outreach initiatives.

Objective #1: Support programs and projects adopted and promoted by GFWC, state, districts, and clubs

Tasks:

- 1) Enhance the promotion of the GFWC Signature Project and encourage districts, clubs, and members to publicize their support and participation
- 2) Educate districts and clubs on the national and state resolutions as a resource in programs and projects
- 3) Strengthen the participation of districts, clubs, and members to support the State Projects, including evaluating the State Fair Educational Exposition volunteer opportunities
- 4) Promote unique, creative, and successful club projects (e.g., platform presentations, lunch and learn sessions on the state website, and in-state publications)
- 5) Create a document sharing on the GFWC Virginia website for clubs to share successful projects, membership ideas, leadership suggestions, and more
- 6) Encourage districts and clubs to consider club-to-club partnerships to enhance project outcomes and community outreach

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

Tasks:

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