

# ***GFWC West Virginia Strategic Plan 2023***

## **GOAL # 1: MEMBERSHIP**

### **Objectives:**

1. To strengthen the loyalty of members to GFWC, GFWC WV and their Clubs.
2. To recruit, retain, and reorient members, and restructure clubs.

### **Strategies:**

- a. All GFWC WV clubs are encouraged to participate in all Federation activities.
- b. With the assistance of the district membership team members, the GFWC WV State 2<sup>nd</sup> Vice President serving as Membership Chairman, shall identify geographical areas in the state where new clubs could be formed. The list should be kept and handed to the new membership chairmen.
- c. District representatives of the State Membership Team will establish and maintain a list of former clubs in their District to reestablish or reconnect federated clubs.
- d. District representatives of the State Membership Team shall act as advisors for GFWC clubs in their District.
- e. The State Membership Chairman shall provide a sample orientation program to their district membership team for distribution to all clubs and shall place the program materials on the GFWC WV website. All districts and local clubs are encouraged to conduct an orientation program at least once a year.
- f. Promote tangible benefits of GFWC and GFWC WV membership at all levels of Federation. Suggested tools include special workshops, Federation speakers, the GFWC Mediator Program, the GFWC Clubwoman, the GFWC West Virginia Clubwoman Newsletter, a GFWC video, and the Women's History and Resource Center (WHRC) tri-fold pamphlet as well as the GFWC pamphlet and other multimedia and social media materials available including the GFWC website- [www.gfwc.org](http://www.gfwc.org); the GFWC WV website- [www.gfwcwestvirginia.org](http://www.gfwcwestvirginia.org); and #gfwcwv.
- g. All GFWC WV clubs are encouraged to contact the GFWC Mediator Program, state and/or district officers when situations or challenges disrupt the effectiveness of the club.

## **GOAL #2: LEADERSHIP**

### **Objective:**

To identify and encourage strong and positive leadership on the local, district and state level.

### **Strategies:**

- a. The GFWC WV First Vice President and District Presidents shall promote Leadership through the development of a strategic plan for their respective districts.
- b. The State Leadership Chairman shall promote the development of leaders on all levels of GFWC WV includes state, district, and clubs.
- c. The State and District Leadership Chairmen shall promote and utilize the GFWC LEADS program to identify, encourage, train future GFWC and GFWC WV leaders. The GFWC WV LEADS candidate shall be announced at the State Convention by the State Leadership Chairman.

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- d.** The Dean of Program Chairmen shall educate the State Chairmen on their duties and responsibilities, especially regarding the management of awarding Honor and Superior Points as well as the fulfillment of their responsibilities to the State Federation by preparing a State Award Entry Report.
- e.** GFWC WV Community Service Program and Special Program Chairmen shall identify service organizations within the state to form partnerships that will enhance the quality of life of all West Virginians.
- f.** Provide the ability of upcoming officers to make plans for the location of Summer Conference, GFWC WV Summer Board Meetings, and any other GFWC meeting to take place during her administration.

### **GOAL # 3: PUBLIC RELATIONS AND IDENTITY**

#### **Objective:**

To create a positive unified presence and identity of GFWC and GFWC WV among its members and the general public.

#### **Strategies:**

- a.** Encourage all GFWC WV clubs to use the official GFWC and GFWC WV names or emblems on all club publications and correspondence. Refer to GFWC Stylebook for proper usage.
- b.** Encourage clubs to develop collaboration with GFWC Affiliates, other service and volunteer organizations on the State, District, and Club levels.
- c.** Encourage clubs to develop alliances with GFWC Affiliates, other local service and volunteer organizations on the State, District, and Club levels.
- d.** Include the GFWC WV and GFWC WV Juniors' website address and/or other social media contact information on all State, District, and Club communications, as well as all publicity.
- e.** Encourage clubs to promote GFWC and GFWC WV through the use of road signs, display boards, apparel, brochures, emblematic items, GFWC video, social media, and other multimedia materials available.

### **GOAL # 4: FINANCIAL DEVELOPMENT**

#### **Objective:**

To raise funds necessary to maintain and expand GFWC WV's financial stability as well as community service efforts.

#### **Strategies:**

- a.** Promote to the membership the support of the GFWC WV Scholarship Fund and the GFWC WV Support Fund through contributions, memorials, and planned giving, i.e., bequeaths/wills.
- b.** The GFWC WV Second Vice President/Membership Chairman shall promote GFWC WV Lifetime Membership in GFWC WV.

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c. The Strategic Planning Committee shall conduct an annual review of the GFWC WV dues structure to maintain and/or expand financial stability as well as community service efforts. The review shall be presented to the Executive Board for their consideration.

### **GOAL # 5: COMMUNICATIONS**

#### **Objective:**

To recognize the need for and to expand communication between GFWC WV and its members at all levels.

#### **Strategies:**

- a. Continue to maintain and evaluate use of the GFWC WV website, #gfwcww, and social media platforms.
- b. Encourage clubs to develop a club website and/or use social media and provide information to the GFWC WV Webmaster to link with the GFWC WV website.
- c. State Community Service Program Chairmen, Special Program Chairmen, and Advancement Area Chairmen shall share all state and national materials with the district chairmen.
- d. District Presidents shall share all state and national materials with their District Chairmen.
- e. Club Presidents shall share all national, state, and district materials with all club members.
- f. Encourage all clubs to use the GFWC Clubwoman, GFWC News and Notes, and GFWC West Virginia Clubwoman newsletter to promote Federation awareness.
- g. Encourage clubs to submit articles, club pictures, or other program ideas to GFWC West Virginia Clubwoman newsletter, GFWC Clubwoman magazine editors, the GFWC WV Webmaster, and social media platforms.
- h. Encourage the use of electronic communications i.e., newsletters, reporting, etc. by all State, District, and local club leaders.

### **GOAL # 6: PUBLIC POLICY**

#### **Objective:**

To expand member interest in GFWC and GFWC WV Public Policies and Resolutions and encourage appropriate action.

#### **Strategies:**

- a. GFWC WV Legislative/Public Policy chairman shall address legislative issues.
- b. Educate the membership on non-partisan program participation.
- c. Encourage members to register and participate with the GFWC Legislative Action Center.
- d. Encourage clubs to review and submit Resolutions to GFWC WV Resolutions Chairman on issues of interest.
- e. Encourage GFWC WV members to take an active role in supporting GFWC WV and GFWC endorsed Resolutions.

**Revised July 15, 2023**