

# ***GFWC West Virginia Strategic Plan 2024***

## **GOAL # 1: MEMBERSHIP**

### **Objectives:**

1. To strengthen the loyalty of members to GFWC, GFWC WV and their Clubs.

**RP: Entire organization**

2. To recruit, retain, and reorient members, and restructure clubs.

**RP: Members/Clubs**

### **Strategies:**

a. All GFWC WV clubs are encouraged to participate in all Federation activities.

**RP: President/Communications Committee/District Presidents**

b. With the assistance of the district membership team members, the GFWC WV 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.

**WV 2<sup>nd</sup> VP/membership team**

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.

**RP: State/District Membership**

d. District representatives of the State Membership Team shall act as advisors for GFWC clubs in their District.

**RP: District membership team**

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/LEADS program at least once a year.

**RP: WV 2<sup>nd</sup> VP/clubs/districts**

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.

**RP: Entire Organization/Membership committee at each level**

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.

**RP: Clubs**

**\*\*\* RP is Responsible Party**

## **GOAL #2: LEADERSHIP**

### **Objective:**

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

**RP: Leadership (officers) at each 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.

**RP: WV 1<sup>st</sup> VP/District Presidents**

**b.** The State Leadership Chairman shall promote the development of leaders on all levels of GFWC WV includes state, district, and clubs.

**RP: WV Leadership Chairman**

**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.

**RP: WV Leadership Chairmen**

**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.

**RP: WV 1<sup>st</sup> VP**

**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.

**RP: CSP Chairmen**

**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 in West Virginia during her administration.

**RP: WV Executive Committee**

**\*\*\*RP is Responsible Party**

### **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.

**RP: Members/Clubs**

#### **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.

**RP: WV Officers**

b. Encourage clubs to develop collaboration and alliances with GFWC Affiliates and other local service and volunteer organizations on the State, District, and Club levels.

**RP: WV CSP Chairmen**

c. 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.

**RP: WV President**

d. Encourage clubs to promote GFWC and GFWC WV by using road signs, display boards, apparel, brochures, emblematic items, GFWC video, social media, and other multimedia materials available.

**RP: WV President/Membership Committee/Communication and PR Committee**

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

#### **Objective:**

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

**RP: WV President/members**

#### **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.

**RP: GFWC WV Officers/Fund Chairmen**

b. The GFWC WV Second Vice President/Membership Chairman shall promote GFWC WV Lifetime Membership in GFWC WV.

**RP: WV 2<sup>nd</sup> VP and Membership team**

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.

**RP: Strategic Planning Committee**

**\*\*\*RP is Responsible Party**

## **GOAL # 5: COMMUNICATIONS**

### **Objective:**

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

**RP: WV President/District Presidents/Club Presidents/Communication Committee**

### **Strategies:**

**a.** Continue to maintain and evaluate use of the GFWC WV website, #gfwcwv, and social media platforms.

**RP: Communications Committee**

**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.

**RP: Webmaster/ Communications Com.**

**c.** State Community Service Program Chairmen, Special Program Chairmen, and Advancement Area Chairmen shall share all state and national materials with the district chairmen.

**RP: Program Chairmen**

**d.** District Presidents shall share all state and national materials with their District Chairmen.

**RP: District Presidents**

**e.** Club Presidents shall share all national, state, and district materials with all club members.

**RP: Club Presidents**

**f.** Encourage all clubs to use the GFWC Clubwoman, GFWC News and Notes, and GFWC West Virginia Clubwoman newsletter to promote Federation awareness.

**RP: Communications Committee**

**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.

**RP: Communications Committee**

**h.** Encourage the use of electronic communications i.e., newsletters, reporting, etc. by all State, District, and local club leaders.

**RP: Program Chairmen/Communications Committee**

**\*\*\*RP is Responsible Party**

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

### **Objective:**

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

**RP: Legislative/Public Policy Chairman and Resolutions Chairman all strategies**

### **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 12, 2024**

**\*\*\*RP is Responsible Party**