

GFWC of Tennessee Strategic Plan

A strategic plan is a working document that guides and strengthens the activities of an organization. Goals and strategies are designed to enable the organization to plan effectively for the future. The GFWC of Tennessee Executive Committee is responsible for reviewing and making changes in the plan, if needed, at the beginning of each administration.

The Strategic Plan identifies six major issues: Membership, Leadership, Public Awareness, Special Programs and Community Service Programs, Financial Stability, Management and Governance. Each issue has clear goal statements, objectives to support the goal, and strategies for achieving each objective.

The plan is designed to guide clubs by providing opportunities for its members to serve their communities more effectively through organized activities, development of leadership skills, participation in continued learning and enrichment, and cultivating lasting friendships.

Statement of Responsibility

It is the responsibility of every GFWC of Tennessee club member to promote the goals and objectives as stated in the Plan:

- **Executive Committee** reviews and refines the plan (at the beginning of each administration) as it oversees implementation.
- **Board of Directors** approves and actively promotes implementation of the plan.
- **State and District Officers and Chairmen** design activities and materials to help achieve the goals and objectives.
- **Club Members** learn about and participate in activities that further these goals through attendance at meetings and use of available GFWC resources.

MEMBERSHIP

GOAL: Recruit, Retain, and Support Members

Objective #1

To strengthen the loyalty of members to GFWC, GFWC of Tennessee, and GFWC of Tennessee Clubs

Strategy 1.1

All clubs (General, Junior, and Juniorette) shall be encouraged to participate in all Federation activities.

Strategy 1.2

All clubs shall be encouraged to conduct informational programs about GFWC for presentation to their local club.

Strategy 1.3

All clubs shall promote the benefits of GFWC membership at all levels of Federation. These may include, but are not limited to, Federation speakers, *GFWC Clubwoman* magazine, Women's History and Resource Center, GFWC website (gfwc.org), GFWC of Tennessee newsletters, GFWC of Tennessee website (GFWCTennessee.com), club newsletters and/or social media sites.

Strategy 1.4

Encourage clubs and members to collaborate and share best practices across GFWC of Tennessee

Objective #2

To recruit, retain, and orient members

Strategy 2.1

District Presidents shall maintain a list of former clubs in their district in order to reestablish or reconnect federated clubs.

Strategy 2.2

All clubs shall be encouraged to conduct orientation programs at least once a year for new members.

Strategy 2.3

All clubs are encouraged to contact the GFWC Mediator Program when situations or challenges disrupt the effectiveness of the club.

Membership Continued

Objective #3

To establish new GFWC of Tennessee clubs

Strategy 3.1

The 2nd Vice President of GFWC of Tennessee with the assistance of the districts shall identify geographical areas in the state where new clubs could be formed. The list should be kept and given to each (succeeding) chair.

LEADERSHIP

GOAL: Educate and Foster GFWC of Tennessee Leaders

Objective #1

To provide guidelines for strong leadership

Strategy 1.1

Increase membership knowledge of the GFWC of Tennessee Strategic Plan.

Strategy 1.2

Each club should implement the plan by determining their own club action plan.

Strategy 1.3

Implement a conduct policy that outlines the duties and responsibilities of members.

Objective #2

To provide educational opportunities and leadership training for potential leadership

Strategy 2.1

Enhance the GFWC of Tennessee LEADS (Leadership Education and Development Seminar) program.

Strategy 2.2

Provide ongoing, comprehensive training in parliamentary procedure.

Strategy 2.3

Provide leader-to-leader mentoring.

Strategy 2.4

Increase knowledge and understanding of Executive Committee and Board of Directors roles

Objective #3

To provide continuing education and resources for current leaders

Strategy 3.1

Provide financial resources for Tennessee members to attend LEADS programs offered.

Strategy 3.2

Continue to provide leadership training and financial resources to assist incoming state leaders to fulfill their responsibilities through GFWC ILTS (Incoming Leaders Training Seminar) training and state leadership orientation sessions utilizing updated leadership tools and educational opportunities.

PUBLIC AWARENESS

GOAL: Recognized Universally as GFWC of Tennessee

Objective #1

To build brand identity

Strategy 1.1

Urge all state clubs and members to refer to themselves as GFWC of Tennessee and/or GFWC (club) to increase member identity in the General Federation of Women's Clubs.

Strategy 1.2

Expand use and understanding of "Doing Business As" by utilizing information and guidelines recognized by GFWC.

Strategy 1.3

Implement the use of approved GFWC emblem and/or logos.

Strategy 1.4

Define the work of GFWC through the use of the mission statement and tagline.

Public Awareness Continued

Objective #2

To become a recognized resource on volunteerism

Strategy 2.1

Promote GFWC Women's History and Resource Center.

Strategy 2.2

Engage in social and other media opportunities to increase awareness of GFWC.

Objective #3

To assist clubs and members in effectively promoting their accomplishments

Strategy 3.1

Provide promotional resources to clubs.

Strategy 3.2

Engage in social and other media opportunities.

Objective #4

To provide communication in digital format

Strategy 4.1

Maintain a functional and efficient website.

Strategy 4.2

Provide GFWC of Tennessee newsletter in a digital format as well as in print.

Strategy 4.3

Provide members exclusive content to reinforce the value of belonging to GFWC

Strategy 4.4

Continually update the GFWC of Tennessee Manual in digital format.

SPECIAL PROGRAMS AND COMMUNITY SERVICE PROGRAMS

GOAL: Provide Relevant Special Programs and Community Service Programs

Objective #1

To encourage clubs to implement projects on respective community needs

Strategy 1.1

Encourage clubs to evaluate community needs.

Strategy 1.2

Encourage clubs to evaluate effectiveness of ongoing projects, making updates or changes as needed.

Strategy 1.3

Recognize and reward community impact and project creativity.

Strategy 1.4

Provide club members with information and tools necessary to implement effective projects.

Objective #2

To implement projects promoted by GFWC, when possible, and encourage club members to assist with projects

Objective #3

To support GFWC Partners through donations and projects

FINANCIAL STABILITY

GOAL: Develop and Maintain Financial Resources

Objective #1

To evaluate GFWC of Tennessee revenue and expenditures

Strategy 1.1

Assess current dues.

Strategy 1.2

Assess current sources of non-dues-based revenue.

Strategy 1.3

Assess current expenditures.

Strategy 1.4

Analyze revenue versus expenditures and make changes, if needed.

Objective #2

To increase non-dues-based revenue by means of donations, investments, and fundraising

Strategy 2.1

Develop internal sources of revenue (fundraising) by maintaining and/or expanding all forms of GFWC of Tennessee communications to reach potential donors.

Strategy 2.2

Develop external resources annually by maintaining and/or expanding sponsorships, media relationships, promotional relationships and investments.

MANAGEMENT AND GOVERNANCE

GOAL: Be a Well-Governed and Well-Managed Organization

Objective #1

To maintain an efficient and well-trained Board of Directors

Strategy 1.1

Review GFWC of Tennessee structure and board positions prior to each administration and modify to reflect state/district/club level needs.

Strategy 1.2

Provide ongoing education, information, and training to ensure fulfillment of board responsibilities to include bylaws, standing rules, job description, and budgeting.

Strategy 1.3

Consistently review and structure board meetings to use best practices (i.e. agendas and other meeting materials).

Adopted April 12, 2019

Revised: September 8, 2022 by EC