



# General Federation of Women's Clubs New Hampshire Strategic Plan



Membership		
Goals	Objectives	Strategies
Increase GFWC-NH membership	1. Enhance GFWC loyalty, purpose, and pride in clubwomen and member clubs.	<ol style="list-style-type: none"> <li>1. Secure the opportunity to communicate with all individual members by obtaining their contact information from club presidents.</li> <li>2. Strengthen and clarify GFWC's purpose of community improvement.</li> <li>3. Provide opportunities to expand awareness of and acknowledgement for GFWC's accomplishments and contributions.</li> <li>4. Expand ways of acknowledging contributions and accomplishments of GFWC-NH individual members and members clubs.</li> <li>5. Educate members on the value of belonging to GFWC.</li> </ol>
	2. Retain existing GFWC-NH Clubs	<ol style="list-style-type: none"> <li>1. Educate members on the value of belonging.</li> <li>2. Reinforce concept that membership is everyone's responsibility.</li> <li>3. Identify and mentor at-risk clubs.</li> <li>4. Utilize the GFWC Mediators Program when needed.</li> <li>5. Promote collaboration on joint projects among clubs at the state and district level.</li> </ol>



# General Federation of Women's Clubs New Hampshire



## Strategic Plan

### Membership

Goals	Objectives	Strategies
	3. Establish new GFWC-NH clubs	<ol style="list-style-type: none"><li>1. Advertise in the local media to create interest in new club formation.</li><li>2. Reestablish connections to former GFWC-NH clubs.</li><li>3. Provide GFWC incentives and resources for the establishment of new clubs.</li><li>4. Mentor and guide new clubs for the first year and thereafter as needed.</li></ol>



# General Federation of Women's Clubs New Hampshire Strategic Plan



## Leadership

Goals	Objectives	Strategies
Educate and foster GFWC-NH leaders.	1. Provide guidelines for strong leadership.	<ol style="list-style-type: none"> <li>1. Increase membership knowledge of GFWC and GFWC-NH Strategic Plans.</li> <li>2. Implement the GFWC-NH Strategic Plan including common goals, objectives, and strategies.</li> <li>3. Outline the duties and responsibilities of membership as a path to leadership.</li> </ol>
	2. Provide educational opportunities and leadership training for potential GFWC-NH leaders.	<ol style="list-style-type: none"> <li>1. Promote the GFWC LEADS program.</li> <li>2. Utilize LEADS resources for GFWC-NH LEADS program.</li> <li>3. Provide ongoing, comprehensive training in parliamentary procedure.</li> </ol>
	3. Provide continuing education and resources to current GFWC-NH leaders.	<ol style="list-style-type: none"> <li>1. Continue to provide leadership training and resources to assist incoming state leaders in fulfilling leadership responsibilities through orientation meetings.</li> <li>2. Continue to provide updated leadership tools and educational opportunities.</li> <li>3. Provide leader-to-leader mentoring.</li> </ol>



# General Federation of Women's Clubs New Hampshire



## Strategic Plan

### Public Awareness

Goals	Objectives	Strategies
Recognized statewide as GFWC.	1. Build brand identity.	<ol style="list-style-type: none"> <li>1. Urge member clubs to refer to themselves as GFWC (club name), a member of the General Federation of Women's Club.</li> <li>2. Expand use and understanding of "Doing Business As" (d/b/a).</li> <li>3. Implement the use of approved GFWC and GFWC-NH emblems and/or logos.</li> <li>4. Define the work of GFWC-NH through the use of mission statement and tagline.</li> </ol>
	2. Become a recognized resource on volunteerism.	<ol style="list-style-type: none"> <li>1. Promote GFWC Women's History and Resource Center.</li> <li>2. Engage in social and other media opportunities.</li> <li>3. Have a GFWC-NH informational portfolio available.</li> </ol>
	3. Assist member clubs in effectively promoting their accomplishments.	<ol style="list-style-type: none"> <li>1. Provide promotional resources to member clubs.</li> <li>2. Engage in social and other media opportunities.</li> </ol>



# General Federation of Women's Clubs New Hampshire



## Strategic Plan

### Public Awareness

Goals	Objectives	Strategies
	4. Provide communications in digital format.	<ol style="list-style-type: none"><li>1. Maintain a functional and efficient website.</li><li>2. Provide GFWC-NH newsletter in a digital format, as well as in print.</li><li>3. Provide member-exclusive content to reinforce the value of belonging to GFWC.</li></ol>



# General Federation of Women's Clubs New Hampshire



## Strategic Plan

### Special Project and Community Service Programs

#### Goals

Promote diverse Special Projects and Community Service Programs.

#### Objectives

1. Encourage member clubs to implement projects based on respective community needs.

#### Strategies

1. Provide guidance to assist member clubs with evaluating community needs.
2. Focus on positive outcomes and community impact.
3. Measure the value of, and impact of club projects.
4. Recognize and reward community impact and project creativity.
5. Encourage clubs to utilize the GFWC Club Manual in digital format.



# General Federation of Women's Clubs New Hampshire Strategic Plan



## Financial Stability

Goals	Objectives	Strategies
Develop and maintain sufficient financial resources.	1. Evaluate GFWC-NH revenue and expenditures.	<ol style="list-style-type: none"> <li>1. Assess current dues.</li> <li>2. Assess current non-dues based revenue.</li> <li>3. Assess current expenditures.</li> <li>4. Analyze revenue versus expenditures to make recommendations for change.</li> <li>5. Establish an endowment to make contributions to the GFWC-NH organization.</li> </ol>
	2. Increase non-dues based revenue with grants, donations, and fundraising.	<ol style="list-style-type: none"> <li>1. Generate internal revenue sources annually through fundraising.</li> <li>2. Develop external resources annually by maintaining and/ or expanding sponsorships, media relationships, promotional relationships, and grants.</li> </ol>



# General Federation of Women's Clubs New Hampshire



## Strategic Plan

### Management and Governance

#### Goals

Be a well-governed and managed organization.

#### Objectives

1. Maintain an efficient and well-trained Board of Directors.

#### Strategies

1. Provide ongoing education and information to ensure fulfillment of Board responsibilities.
2. Consistently review and structure Board Meetings to best conduct GFWC-NH business.
3. Evaluate the Board of Directors structure prior to each administration, and modify if necessary.
4. Provide ongoing training on GFWC and GFWC-NH history, culture, practices, and policies and procedures.