



GFWC Texas



LONG-RANGE PLAN | *Approved by the Board of Directors, September 14, 2017*

GFWC MISSION

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.

GFWC TEXAS OBJECTIVE

The GFWC Texas objective is to unite women's clubs throughout Texas for charitable purposes to accomplish the GFWC mission; to promote and raise funds for charitable activities, address social issues, and provide ways and means for solutions under the Federation umbrella.

SUMMARY

The Long-Range Plan supports and advances the mission statement. It is a working document to guide and strengthen the activities of GFWC Texas. Goals and strategies are designed to enable the organization to plan effectively for the future. The GFWC Texas Long-Range Plan mirrors the GFWC Strategic Plan to ensure the state is in sync with GFWC.

The Long-Range Plan identifies six major issues facing the federation: (1) Membership, (2) Leadership, (3) Public Awareness, (4) Special Projects and Community Service Programs, (5) Financial Stability, and (6) Management and Governance.

The GFWC Texas Long-Range Planning Committee (composed of the President-elect as chairman, first vice president, second vice president, secretary, and the president and secretary of the district presidents) is responsible for long-range planning.

RESPONSIBILITY

- The Executive Committee oversees the implementation of the Long-Range Plan.
- The Long-Range Planning Committee annually reviews and updates the Long-Range Plan.
- The Board of Directors approves the Long-Range Plan, and participates in its implementation.
- State chairmen and committee members design activities and materials to accomplish the goals and objectives pertaining to their area of responsibility.
- Clubs use the materials and attend club, district and state meetings to further the goals and objectives of GFWC and GFWC Texas.

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ISSUE: MEMBERSHIP		
Goals	Objectives:	Strategies:
1. To increase members and/or clubs	1.To increase member awareness of the entire organization	<p>1.<u>Identify with the GFWC Brand</u></p> <p>A: All officers, on all levels: club, district and state should have and wear identifying pins, shirts, etc.</p> <p>B. When referring to matters regarding clubs at all levels, the term GFWC Texas should be implemented, i.e.: <i>“GFWC Texas Magnolia District”</i>.</p> <p>C. Make sure to point out the ease of accessing the GF website and News and Notes whenever possible..... making sure to send information regarding club activities and members to the state magazine as well as the national magazine.</p> <p>D. The state sponsor one person, who has never attended before, to the National Convention each year. Pay for their registration and meals and report on their trip to the fall board...This can also be done at the District level.... pay for one person to attend the state convention who has never been before. This will help develop a better awareness of federation.</p>
	2.To explore the expansion of Juniorette Clubs throughout the state	1. <u>Reach out to GFWC clubs across the state with information regarding the benefits of sponsoring a Juniorette club.</u>
	3.To explore the expansion of General Clubs	<p>1. <u>Reach out to communities across the state</u></p> <p>A. Implement a PR campaign across the state: local newspapers, radio, churches, etc.</p> <p>B. Submit articles to local newspapers state wide, especially in rural communities, regarding all the things that Women’s Clubs have accomplished. This might be done in March, as it is Women’s History Month.</p> <p>C. State sponsored membership drives should be held in communities that express interest.</p>

ISSUE: MEMBERSHIP (Continued)		
2. To Maintain Current Members	1. Keep Current Members Informed of Local, State & National Activities	<p>1. <u>Ease of Access to Information Across the Spectrum</u></p> <p>A. Offer a traditional printed version Club Woman magazine and send the online version to each member that submits an email address.... don't make them go looking for it, send it to them.</p> <p>B. Don't plug up the free flow of information by just sending to the President.....make the information available to everyone. Post on website and Team App all club functions, news, forms, instructions and deadlines.</p> <p>C. Offer training classes to District Presidents on how to load and use websites and Team App so that she, in turn, can assist Club Presidents and Club Members to use these tools. (This should be done at the incoming District Presidents' Orientation.)</p> <p>D. State officers should try to visit each club in their District during their term. For Districts that do not have representation on the state executive committee, officers should take turns visiting. Let these clubs put faces with the names and develop relationships with their leaders.</p>
	2. Acknowledge Club and Individual Member Contributions	<p>1. <u>Create categories for club and individual member's recognition</u></p> <p>A. Look at the honor club designation from the Florida State Federation. For example, if a club participates 100% in submitting reports for all categories reward their efforts, whether they win first or not. This can be done at a district level.</p> <p>B. When a club or individual donate to a special fund, like the disaster fund, make sure they receive some sort of recognition</p>

ISSUE: LEADERSHIP		
Goals	Objectives	Strategies
Educate and foster GFWC Texas leaders.	1. Provide guidelines for strong leadership.	<p>1. Increase membership knowledge of GFWC Texas Strategic Plan.</p> <ul style="list-style-type: none"> a. Provide the strategic plan to incoming leaders on the state, district and club levels. b. Leaders promote the plan to their respective group yearly. <p>2. Implement the GFWC Texas Strategic Plan comprising common goals, objectives, and strategies, with each district and club determining their own action plan.</p> <ul style="list-style-type: none"> a. State leaders encourage each district to create its own action plan. b. District leaders encourage each club to create its own action plan. c. Use and review yearly the GFWC Listening Skills PowerPoint Presentation. <p>3. Implement a conduct policy that outlines the duties and responsibilities of membership.</p> <ul style="list-style-type: none"> a. See “What Can You Do To Build Leadership?” in the GFWC Leadership Advancement Guide. Review yearly.
	2. Provide educational opportunities and leadership training for potential GFWC Texas leaders.	<p>1. Enhance the LEADS program.</p> <ul style="list-style-type: none"> a. Districts strive to present candidates. b. State establishes a system to allow alternates to be reconsidered the next year. <p>2. Provide LEADS resources for state LEADS programs.</p> <ul style="list-style-type: none"> a. State provides a stipend to its candidate. b. Districts provide a yearly stipend to LEADS. c. Clubs provide means to supply a stipend to the district. d. Districts and clubs provide a stipend to their candidate, if they are chosen. <p>3. Provide ongoing, comprehensive training in parliamentary procedure. Use Power Points, You Tube, presenters and handouts.</p> <p>4. Provide ongoing, comprehensive leadership advancement.</p> <ul style="list-style-type: none"> a. Use the GFWC Leadership Advancement Guide. b. Use the GFWC Leadership PowerPoint presentation.

<p>ISSUE: LEADERSHIP (Continued)</p>		<p>c. Use Leadership Training Tools- Power Points, You Tube, Presenters and Handouts on: Club Manual; Organization of a Meeting; Parliamentary Procedure; Conflict Resolution; Public Speaking; Time Management; Protocol</p> <p>d. Establish seminars for leadership and encourage whoever wants to come to attend.</p> <p>5. Provide Incoming Leaders Training Seminars (ILTS) and Orientation. a. District Presidents are trained by State. b. Clubs are trained by District.</p> <p>6. State develops its own LEADS program which involves one candidate from each club. a. Districts and clubs promote this. b. Chosen candidates attend the State convention.</p>
	<p>3. Provide continuing education and resources to current GFWC Texas leaders.</p>	<p>1. Continue to provide leadership training and resources to assist incoming district leaders in fulfilling leadership responsibilities through ILTS and Orientation meetings. a. Provide names of presenters for ILTS and Orientation meetings. b. Promote using the GFWC Leadership Advancement Guide. c. Promote using the GFWC Leadership PowerPoint Presentation.</p> <p>2. Continue to provide updated leadership tools and educational opportunities. a. Ask leaders to review the GFWC Advancement Guide. b. Seek outside resources and funding for leadership training.</p> <p>3. Provide leader-to-leader mentoring. Establish a pool of willing and committed mentors on all levels.</p>

ISSUE: PUBLIC AWARENESS		
Goals	Objectives	Strategies
To be recognized universally as GFWC.	Build brand identity	<ol style="list-style-type: none"> 1. Urge the state of Texas organization, district organizations and clubs to identify themselves as GFWC (state); GFWC (District); GFWC (club). 2. Adopt an approved GFWC emblem and use it throughout the Texas organization, including districts and clubs. Although the GFWC Texas emblem is unique and recognizable, it does not encourage nonmembers to connect the two organizations as one “federation.” 3. Encourage the use by every member of an “elevator” speech to promote awareness of the organization. Information to include: name of club, contact for club, and projects club supports in community. 4. Create a glossy and colorful tri-fold pamphlet to distribute in every city where there is an established club. Incorporate a picture of real people and include younger members. 5. Encourage members to wear a membership pin, especially on days of club meetings. Allow questions from citizens. 6. Encourage local clubs to purchase an ad in a local paper (at least once a year) to promote the logo and purpose of the organization. 7. In every city with a local club, work toward establishing a place in Chamber of Commerce offices, museums, restaurants and other public areas for the newly designed GFWC Texas brochure. 8. Discuss the monetary implication of registering for a specialty license plate for GFWC Texas.

<p>ISSUE: PUBLIC AWARENESS (Continued)</p>		<p>9. Take advantage of public advertising; newspaper calendar information and radio and television public service announcements.</p> <p>10. Encourage clubs to purchase a GFWC Texas (club) banner to display during projects or fundraisers.</p> <p>11. Encourage members to refer to the state organization as “GFWC Texas” without shortening the phrase. Nonmembers or new members may find it difficult to identify “GF” or “TF.”</p> <p>12. When speaking to nonmembers or new members, members should explain the term “federated” as clubs united with common purpose and authority.</p> <p>13. Encourage each club to hold orientation with new members to explain the federation’s branding at the state and international levels so that they can relate the message to nonmembers properly.</p> <p>14. Encourage clubs to develop a letterhead that includes international and state branding tools to be used in all correspondence from the club.</p> <p>15. Consider the use of outdoor advertising signage when cost is not prohibitive.</p> <p>16. Although the GFWC Texas clubhouse is a point of pride for state members, it does not communicate volunteer spirit. GFWC Texas members might want to reconsider the use of the clubhouse on the home page of the newly developed website and replace it with images of members doing volunteer service.</p>
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ISSUE: SPECIAL PROJECTS AND COMMUNITY SERVICE PROGRAMS		
Goals	Objectives	Strategies
1. New Administration - Summer Workshops: Travelling Team	To inform the new District Presidents and club members to set dates for their districts for summer workshop for distribution of new information.	The introduction of the new officers and programs and projects changes for the new administrations.
2. Compile a concise and up to date directory for the new administration.	To convey all new information as soon as possible and complete a concise directory.	District presidents: 1. Complete list of officers. 2 Appoint chairman to reflect the new programs and projects. 3. Club information. 4. Update all contact information. 5. Send to State President in a timely manner.
3. To have a least one State Wide project for all membership.	To find a unique project in which all members can participate.	To have all of the membership participate in one project, all at the same time for a larger impact.

ISSUE: FINANCIAL STABILITY		
Goals	Objectives	Strategies
Develop financial capacity and sustainability for the organization's function.	1. Evaluate the revenue and expenditures of GFWC Texas.	1. Assess current dues. 2. Assess current non-dues based revenue. 3. Assess current expenditures. 4. Analyze revenue versus expenditures to make recommendations for change.
	2. Non-dues revenue enhancement.	1. Selling sponsorships at meetings, in the magazine, on the website, and in programs. 2. Identify and apply for grants. 3. Develop a strategy for memorial gifts to GFWC Texas. 4. Research opportunities for additional funding.

ISSUE: MANAGEMENT AND GOVERNANCE		
Goals	Objectives	Strategies
Be a well-governed and well-managed organization.	1. Maintain an efficient and well-trained Board of Directors.	<p>1. Provide ongoing education and information to Board members.</p> <p>2. Provide ongoing training on GFWC and GFWC Texas:</p> <ul style="list-style-type: none"> • history, culture, and practices; • management policies and procedures; • and membership services. <p>3. Provide professional development opportunities.</p>
	2. Maintain efficient and well-trained District and club officers.	<p>1. Provide incoming leadership training to District presidents-elect prior to their becoming president.</p> <p>2. Provide continuing leadership development training for District and club officers at Fall Board Meetings and Spring Conventions.</p>