



GFWC MISSISSIPPI STRATEGIC PLAN 2025

Adopted April 24, 2025



GFWC MISSISSIPPI STRATEGIC PLAN | 2025

GFWC MISSISSIPPI MISSION

The GFWC Mississippi Federation, a member of the General Federation of Women's Clubs, is a statewide organization dedicated to improving local and global communities through volunteer service and providing opportunities to strengthen women's leadership roles.

EXECUTIVE SUMMARY

The Strategic Plan supports and advances the Mission Statement. The GFWC Mississippi Strategic Planning Committee (composed of members of the Executive Committee, members of the BOD, or those appointed by the State President) is responsible for strategic planning. The GFWC Mississippi President-elect (or other appointed) is the committee's Chairman.

A strategic plan is a working document that guides and strengthens an organization's activities. Goals and strategies designed to achieve these issues/goals enable the organization to plan effectively for the future.

The Strategic Plan identifies five significant goal areas, organized objectives that support the goals, and specific strategies and tasks for achieving each objective.

The Goals of this plan are to:

- Ensure Long-term Financial Stability
- Offer Programs to Impact Communities
- Create Organizational Leadership Strength
- Strengthen and Increase Membership
- Amplify Public Awareness and Communications

Focusing and achieving the goals and objectives will guide GFWC Mississippi toward realizing its mission of providing opportunities to its members to serve their communities effectively through organized activities, development of leadership skills, participation in continued learning and enrichment, and cultivating lasting friendships.

STATEMENT OF RESPONSIBILITY

Every member of GFWC Mississippi is responsible for supporting and promoting the goals, objectives, and strategies as stated in the Strategic Plan.

- The Executive Committee oversees the implementation of the Strategic Plan.
- The Strategic Planning Committee reviews and refines the Strategic Plan annually.
- The Board of Directors approves, actively promotes, and participates in implementing the Strategic Plan.
 - Club Presidents at all membership levels disseminate information relevant to achieving the Strategic Plan.
 - GFWC Mississippi Chairmen and Committee Members actively work to achieve the goals, objectives, and strategies relevant to their program area.
- District Presidents and Chairmen design activities and materials that help carry out the Strategic Plan's goals, objectives, and strategies.
- Clubs learn about and participate in activities that further the Strategic Plan by attending meetings and using GFWC/GFWC Mississippi resources.

Note: Tasks with no due dates assigned should be ongoing or completed by the end of the current administration. The Executive Committee, Board of Directors, State Chairmen, and District Presidents ensure the completion of the unidentified responsible party.

Goal: Ensure Long-term Financial Stability			
Objective	Strategy	Tasks/Responsible Party/Due Date	Outcome
1. Increase Financial Transparency	A. Develop a plan to share detailed financial information	• Develop and share reports detailing financial achievements and plans • Provide support and resources to help members understand the organizational processes	
2. Develop Non-Dues Based Revenue to Maintain Financial Stability	A. Explore new financial sources	• Publicize information about matching gift opportunities or bequests • Explore grant writing assistance from experienced members • Consider Annual Giving Donations to GFWC Mississippi on Federation Day • Secure advertisements in state meeting programs	
3. Maximize the Effectiveness of State Meetings	A. Focus on essential programs and events that provide value while minimizing costs	• Survey full membership regarding participation in state meetings • Strive to increase club representation • Build value through programs and speakers • Offer Post-meeting survey • Promote meetings with members through ○ GFWC Mississippi Website ○ Direct membership communications	
Goal: Offer Programs to Impact Communities			
Objective	Strategy	Tasks/Responsible Party/Due Date	Outcome
1. Provide Resources to support Significant, Timely Club Programs	A. Emphasize specific statewide programs	• Encourage the use of GFWC Community Connection Initiatives as statewide projects • Create a statewide-focus project that makes an impact in local communities ○ Invite Mississippi CSP Program chairmen to select a statewide program	
	B. Survey club members for input	• Survey members in odd-numbered years • Provide alternatives and suggestions	

Goal: Offer Programs to Impact Communities			
Objective	Strategy	Tasks/Responsible Party/Due Date	Outcome
2. Develop Partnerships with Like-Minded Organizations	A. Develop partnerships with other non-profits, corporations, and government agencies	- Encourage clubs to partner with organizations to enhance public awareness and maximize community impact - Research and identify organizations that align with GFWC and GFWC Mississippi initiatives - Create marketing materials that promote GFWC Mississippi volunteerism - Open communication with targeted non-profits - Encourage members to take action regarding pending local and national	
3. Build the GFWC Mississippi Brand through Programs	A. Boost the Special Programs: GFWC Signature Program & Juniors' Special Program, Advocates for Children	- Develop a unique-to-GFWC Mississippi focus project that makes an impact in local communities - GFWC Signature Program: Domestic and Sexual Violence Awareness and Prevention - Juniors' Special Program, Advocates for Children - Design templates for press releases, brochures, flyers, and social media to ensure consistent branding	
	B. Combine Community Needs with Advocacy Efforts, GFWC Resolutions, and Legislative Actions	- Encourage advocating for GFWC's legislative issues at local levels - Assist community efforts in advocating for GFWC Resolutions - Promote the GFWC Legislative Action Center to alert members to GFWC public issues and advocacy efforts	
Goal: Create Organizational Leadership Strength			
Objective	Strategy	Tasks/Responsible Party/Due Date	Outcome
1. Research and Refresh Organizational Structure	A. Evaluate and Refresh the Board of Directors Structure	- Update GFWC Mississippi Officers and BOD duties and responsibilities as needed - Ensure Governing Documents reflect changes - Bylaws - Executive Committee Policies - BOD duties/responsibilities	

Goal: Create Organizational Leadership Strength			
Objective	Strategy	Tasks/Responsible Party/Due Date	Outcome
	B. Assess current State/District meetings to determine effectiveness	- Define an overall plan for delivering tools and resources to clubs - Consider brainstorming areas of concern in small groups - Include member interactions within the framework of a meeting	
2. Increase Leadership Education and Training	A. Create a Plan for Leadership Succession	- Develop programs designed to identify potential leaders - Track LEADS participants for future leadership roles - Create and communicate leadership advancement possibilities - Establish policies to include transitional support between administrations	
	B. Provide Leadership Training Opportunities	- Increase LEADS opportunities around the state - Explore on-demand leadership video topics - Provide links to professional leadership training - Develop and provide a <i>Club President's Orientation</i> at a state or district meeting - Increase opportunities for minor leadership positions	
	C. Create a Statistical Reporting Team	- Consider current State statistical forms to consolidate, combine, and be consistent - Effectively communicate the "why" of the statistical collection process - Evaluate statistical forms and receive feedback	
3. Increase GFWC - & GFWC Mississippi Connections	A. Identify the purpose of belonging to a National and State Federation	- Clarify and communicate the relevance of GFWC & GFWC Mississippi - Assist clubs in discovering the vision of the future as a Federated organization - Define the role of GFWC Mississippi in supporting club efforts and programs - Publicize how GFWC/GFWC Mississippi is adapting to the future volunteer - Determine overall marketing plan to distribute content - Adapt to the communication needs of clubs	

Goal: Strengthen and Increase Membership			
Objective	Strategy	Tasks/Responsible Party/Due Date	Outcome
1. Retain Existing Members/Clubs	A. Develop a Retention Strategy	• Design social activities that increase the connections among members statewide • Develop a statewide member database to allow direct communication with members • Identify at-risk districts and clubs: ○ Foster strong lines of communication with club, district, and state leaders ○ Analyze membership demographics and identify potential areas of decline, such as aging membership, lack of youth engagement, or declining diversity ○ Establish a mentor program • Ensure that all members feel valued, respected, and included regardless of background, beliefs, or experiences	
	B. Re-energize club engagement with GFWC Mississippi	• Create opportunities for club visits and programs delivered by officers, District Presidents, and State Chairmen. • Organize <i>Day of Service</i> events for statewide participation • Involve members in decision-making processes whenever possible • Utilize online platforms like forums, chat groups, or social media to facilitate communication and interaction among members	

Goal: Strengthen and Increase Membership			
Objective	Strategy	Tasks/Responsible Party/Due Date	Outcome
2. Recruit New Members	A. Establish member recruitment tools and incentives	• Develop “unique to GFWC Mississippi” incentive program • Design incentive ideas or contests for membership recruitment efforts • Create a membership recruitment video that can be used by clubs and shared on social media • Educate members on recruiting members within their community ○ Design programs and socials to attract new members ○ Develop talking points and scripts for approaching potential members ○ Create role-playing exercises to simulate real-life recruitment situations • Develop a social media message campaign for clubs to share on their club social media accounts • Promote cyber clubs in geographical desert areas • Partner with statewide chambers to disseminate a recruitment campaign blast to communities • Host informational sessions at student centers and community events • Partner with other clubs or organizations to cross-promote membership	
	B. Extend invitation to former clubs to return to GFWC Mississippi	• Identify former clubs and extend an invitation • Investigate defederated clubs still functioning with GFWC in name	

Goal: Amplify Public Awareness and Communications

Objective	Strategy	Tasks/Responsible Party/Due Date	Outcome
A. Increase the effectiveness of Internal Communications	A. Review the internal communication tools	- Consider a member survey to determine effectiveness and receive suggestions for improvement - Identify methods, frequency, and purpose of internal communication (newsletter, Mississippi Clubwoman, social media, website, email) - Determine the frequency and method of most effective communication - Provide various communication formats to reach most members (online, video, print, etc.) - Consider a members-only section on the website - Deliver training in the use of technology - Develop a training plan - Use direct member communication to promote training - Create opportunities for clubs to exchange ideas on the use of technology - Utilize technology to deliver value to clubs with webinars, forums, and remote speakers - Use QR codes to guide members to events and activities	
B. Increase effectiveness of external communications	A. Develop a marketing plan to raise awareness of GFWC Mississippi and its member clubs	- Identify members with marketing and technology experience to form a committee to create a marketing plan - Ensure geographic diversity - Seek recommendations from club presidents - Make an appeal in newsletters and social media	
		- Present the plan to the Executive Committee for approval - Identify plan elements - website, social media, print - Target an audience for each aspect of the plan - Propose funding needs and how funds will be raised - Develop a catalog of action photos for promotional purposes - Assign responsibility to implement each aspect of the plan	

Goal: Amplify Public Awareness and Communications

Objective	Strategy	Tasks/Responsible Party/Due Date	Outcome
	B. Strengthen our Brand Identity through Social Media Platforms	• Review social media analytics for effectiveness • Consider refreshing the website and/or social media sites ○ Create content that promotes club volunteer efforts ○ Promote events, programs, and club volunteer activities • Create a schedule for sharing information across all platforms – website, social media, newsletter, yearbook, external news sources • Expand the use of hashtags and taglines associated with GFWC and GFWC Mississippi	