



MEMBERSHIP PLAN 2017 - 2019

Tagline VP Membership: “Members for Members”

GW I STRATEGIC PLAN GOAL 2: INCREASE GW I MEMBERSHIP WORLDWIDE

Through this Membership plan the implementation of the above goal and the objectives is being described. Indicated are the activities, the participants and the timeline.

The activities are to be implemented by the Staff, the Board, the Committees, NFAs, individual members, UN reps and volunteers/interns and others.

This plan and its activities can only be fully implemented with the full and complete support of all involved. Together with the Board and the office and others,

facilitating to some extent, the GWI NFAs are also responsible for implementing the plan. Without the extensive involvement of all NFAs this plan cannot be realized.

Objective	What Strategies to reach the objectives	Possible activities
<p>OBJECTIVE 1 : Ensure that GWI continues to be a diverse NFA organization with many different voices. Diversity in our collective voice is powerful.</p>	<p>Build a perspective of global interconnectedness:</p> <ul style="list-style-type: none"> • that encourages all NFAs, • and to unify their voices for greatest impact on issues and in the practice of advocacy. 	<ul style="list-style-type: none"> • Develop a “members for members” family perspective within the Global Community with an eye on the regional aspects by designing a short presentation, puzzle or quiz. • Create a knowledge base and be the knowledge broker for the NFAs on international women’s issues and become the knowledge broker between NFAs using the virtual marketplace to create our collective voice. • Create/strengthen alliances with international organizations; e.g. UN Women, Country Missions, ILO in order to become the information dissemination leader on Women and Education topics. • Redefine the regional function and interact frequently with the regions and create through them powerful voices for the relevant NFAs. • Distribute quarterly letter from the President on Board activities

Membership plan 2017-2019; including Resolutions and Twinning

Objective	What Strategies to reach the objectives	Possible activities
		<ul style="list-style-type: none"> • Celebrate GWI 100 years; logo/motto and hymns/orchestra contests
<p>Tagline: The more members the more voices</p> <p>Goal: We need more voices across the globe to disseminate and implement our mission, vision and goals.</p>	<p>Develop:</p> <ul style="list-style-type: none"> • A new NFA Member Recruitment Model (NMRM) that utilizes all of GWI's strengths¹: • Train NFA members and their members in its step-by-step use 	<ul style="list-style-type: none"> • Develop the NMRM • Re-develop the Membership toolkit • Development of a train-the-trainer e- learning tool for recruitment. • Make use of all the existing material on recruitment (sheets, form, webinars, folders etc.)

¹ global and international advocacy; consultative status with UN and relationships with UN agencies; resolutions, Bina Roy (BRPID) projects, Girls Choices app, Rural Teachers, international network of interdisciplinary membership, marketing, social media, website, content.

Membership plan 2017-2019; including Resolutions and Twinning

Objective	What Strategies to reach the objectives	Possible activities
<p>The diversity of GWI voice is our organization's strength.</p>		<ul style="list-style-type: none"> • Ensure that GWI has a database which contains details of NFA Executive/Board members and voting delegates, updated on an annual basis.
	<p>Work with the Membership Committee:</p> <ul style="list-style-type: none"> • Creating awareness through knowledge about the connection between <i>national issues</i> and <i>global policies</i> • Creating awareness of the need for graduate women to belong to an <i>international organization</i>² 	<ul style="list-style-type: none"> • Provide a better understanding of GWI and how it works on behalf of members by designing a set of info graphs as part of the NMRM. • Redeveloping the Membership “Ten Step Guide” as part of Membership toolkit. • Research potential individual members; ambassadors/scouts/role models to create awareness and involvement • Personal interaction with a “helicopter” message. • Inventorise regional issues in order to make use of them as a benchmark and recruitment tool. • Develop Capacity Building regional meetings tools: Development of regional Policy paper.
	<p>Recruit and engage NFAs:</p>	<ul style="list-style-type: none"> • Become more visible in engaging the membership; <ul style="list-style-type: none"> ○ a short introductory film,

² A sense of belonging to a greater community improves your motivation, health, and happiness. These networks provide opportunities both professionally and personally.

Membership plan 2017-2019; including Resolutions and Twinning

Objective	What Strategies to reach the objectives	Possible activities
		<ul style="list-style-type: none"> ○ make as many skypes and visits to NFAs and regional events etc. as one can afford; both in time and in capacity. ● Design a flexible and attractive questionnaire with regular follow-ups regarding best practice/success stories.³ This will also serve as an awareness tool. ● Design and implement flexible webinars/films on topics of interest for the members. ● Use of existing tools; internet/GWI tools etc. to reach out.
	<p>Review and benchmark best practices:</p> <ul style="list-style-type: none"> ● in NFA membership recruitment as practiced by successful NFAs ● and by other organizations. 	<ul style="list-style-type: none"> ● Describing “Best Practices/ short stories” of the Membership and publish in GWI communications channels on an ongoing basis.
	<p>Reach out to:</p> <ul style="list-style-type: none"> ● NFA members in developed, developing and least developed countries <i>to understand why NFAs might leave</i> 	<ul style="list-style-type: none"> ● Develop an “exit/leaving interview” electronic tool ● Assist NFAs to develop and implement their Wish list; to understand what their members want (i.e. active listening).

³ Not only GWI driven questions but also NFA initiatives

Membership plan 2017-2019; including Resolutions and Twinning

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	<ul style="list-style-type: none"> NFAs by providing a better understanding of GWI and how it works on behalf of the NFAs to <i>increase retention</i>. 	
OBJECTIVE 2: Help NFAs recruit members	<p>Work with the NFA Boards to:</p> <ul style="list-style-type: none"> help NFAs <i>conduct NFA membership drives at tertiary institutions</i> (e.g. universities and colleges) to recruit faculty and administrative personnel as well as student members. 	<ul style="list-style-type: none"> Membership drives at tertiary institutions by providing GWI material to NFAs for distribution with their own material; also giving presentations when invited.
	<ul style="list-style-type: none"> develop <i>membership campaigns to recruit younger members</i> 	<ul style="list-style-type: none"> Help NFAs by analysing the issues of importance for potential younger members to be used in Membership campaigns Re- develop the mentorship tool (UWE tool) Help create “exchange” programs (also part of Twinning)
	<ul style="list-style-type: none"> promote <i>internship opportunities</i> for college students (potential members of NFAs) at UN agencies, NGOs, UN permanent missions, other organizations etc. 	<ul style="list-style-type: none"> Create opportunities for students at UN agencies by developing a student “internship” programme at these organizations. Create opportunities for students to intern with an NFA on a specific project.

Membership plan 2017-2019; including Resolutions and Twinning

Objective	What Strategies to reach the objectives	Possible activities
	<p>Work with the Membership Committee and with the NFA Boards to:</p> <ul style="list-style-type: none"> • Identify NFAs with the potential for <i>greatest growth</i>. • Work with these NFAs <i>to recruit</i> members. 	<ul style="list-style-type: none"> • Design criteria which help identify the NFAs for growth potential. • Inventorise what these various, identified NFAs might need and address these issues .
<p>OBJECTIVE 3 Connect, engage and retain members through GWI Resolutions</p>	<p>Work with the Resolution Committee to:</p> <ul style="list-style-type: none"> • focus on adopted resolutions that are specifically education related (SDG 4) • and those that support the Education 2030 Agenda and Action Framework 	<ul style="list-style-type: none"> • Identify the relevant Resolutions and their proposed Plan for activities. • Make wherever and whenever a connection between GWI resolutions and other GWI activities (advocacy, projects, grants etc.); use Facebook, twitter, Update etc., to promote a “Resolution of the Month” • Facilitate understanding of the resolutions within the Education 2030 framework and promote their use by NFAs. • Use the CSW, CEDAW and other UN related connections to stress the relationship between GWI resolutions and 2030 agenda • Research the opportunities of where our resolutions can be implemented • Develop a SDG4 toolkit

Membership plan 2017-2019; including Resolutions and Twinning

Objective	What Strategies to reach the objectives	Possible activities
	<ul style="list-style-type: none"> • Translate resolutions into advocacy 	<ul style="list-style-type: none"> • Have Advocacy make a list of resolutions for GWI advocacy; e.g. those that can be incorporated into the Advocacy policy and activities
	<ul style="list-style-type: none"> • Connect members with resolutions in practical ways to encourage them to use resolutions for advocacy and other projects 	<ul style="list-style-type: none"> • Categorize resolutions; focus on a cluster of resolutions and education. NFAs can then organize a thematic conference on clusters of resolutions • Produce guidelines on how to implement identified resolutions (e.g. draft letters to Governments) • Organize NFA Resolutions Lunches, at CSW, and UN meetings (where possible involving UN Reps) • Organize a Resolutions Day which NFAs can jointly participate in, within their own countries.
	<ul style="list-style-type: none"> • <u>Contact NFAs that proposed resolutions</u> that have been adopted to ascertain how they have used the resolutions. Check if other NFAs have used the resolutions • <u>Model and promote</u> this work to encourage other NFAs 	<ul style="list-style-type: none"> • Connect the proposers and the users of the resolution and create Policy Papers to be used in Advocacy • Publish these resolution and the results achieved by NFAs in a GWI e-book
<p>OBJECTIVE 4 Promote Twinning among NFAs to encourage</p>	<p>Work with the Twinning Working group to:</p> <ul style="list-style-type: none"> • Expand existing Twinning Group 	<ul style="list-style-type: none"> • Help find dedicated members to assist. • Develop a register of (potential) Twinning projects • Start crowd funding for Twinning/projects

Membership plan 2017-2019; including Resolutions and Twinning

Objective	What Strategies to reach the objectives	Possible activities
<p>collaboration and friendship and the advancement of GWI's mission</p>		
<p>Twining Projects are the best way to leverage our diversity by promoting cross geographic, cross demographic cooperation and teamwork.</p>	<ul style="list-style-type: none"> • Review Bina Roy Projects (BRPID). Look for opportunities for NFAs to collaborate/twin to build on the financial and in-kind investment already made in these projects 	<ul style="list-style-type: none"> • Encourage twinning applications for BRPID grants
	<ul style="list-style-type: none"> • Update Twinning "how to" fact sheet 	<ul style="list-style-type: none"> • Re-develop the Twinning Toolkit and include Mentorship material such as the UWE Mentorship toolkit • Develop the Twinning Project register
	<ul style="list-style-type: none"> • Proactively initiate working with likely NFA twinning partners 	<ul style="list-style-type: none"> • Identify and offer the assistance of GWI facilitators to Twinning candidates to secure success • Develop Friendship Bridge Projects • Set up Sister Schools • After a successful experience, help with applying to other fund agencies such as EU funds, many of which require partnering

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Objective	What Strategies to reach the objectives	Possible activities
	<ul style="list-style-type: none"> • Renew encouragement of friendship bridge projects among NFAs⁴, • Develop framework for Twinning “Friendship” tours • Develop framework for Twinning “study tours” 	<ul style="list-style-type: none"> • Expand existing Twinning Groups and work with likely NFA Twinning candidates • Mentoring to either gain or share experience • Show solidarity with new and/or blossoming NFAs through assistance with their (Twinning) projects • Use the GWI virtual Marketplace to identify the topics of “study tours” • Through scholarships (i.e. Friendship Bridge Project) , internships and exchange programs foster girls’ education and mutual camaraderie • Make a film of the tours; edit them in relation to GWI’s mission. • Produce a Manual for promoting a more streamlined concept of the friendship tour

⁴ promoting a more streamlined concept of the tour that does not place unreasonable burdens on host NFAs. These tours must be self-funded through NFAs.