

WIP Strategic Plan 2025–27

Bridge to Better: Connecting and Engaging Women to Drive Community Impact

Goals and Strategies

Goal #1: Increase Funding for Grants, Outreach, and Education Initiatives

Strategies:

- Increase the total amount available for grants by the 2027 grant year to \$175,000 by attracting new members and increasing the average contribution per member.
- Build flexible approaches to address extraordinary community needs outside traditional grant funding.
- Increase the Operating Fund from \$4,500 (as of March 2025) to \$10,000 by February 2026 through new funding avenues, such as raffles, silent auctions, and sponsorships.
- Develop a strategy to launch a major gifts program, starting with Legacy and Diamond members. Host an event in January 2026 to promote the program.
- Collaborate with stakeholders including the Community Foundation to develop and promote a planned giving program.

Goal #2: Increase Membership to 250 by July 2027

Strategies:

- Develop a recruitment strategy where WIP speakers present to four local organizations annually.
- Build strategic partnerships with local nonprofits and recruit members from their boards and staffs.
- Host four neighborhood gatherings annually to foster social connections and recruit members.
- Develop outreach practices following recruiting efforts to increase the percentage of guests joining WIP.
- Develop a strategy to increase membership diversity.
- Organize an annual recruitment event, such as a cocktail gathering, to meet membership goals.

Goal #3: Increase Member Participation

Strategies:

- Develop a structured plan for Advisory Board and committee involvement, incorporating a clear succession methodology to ensure long-term continuity and effectiveness by Fall 2025.
- Create a comprehensive onboarding process for new members, including a welcoming phone call, a new member packet, and a mentorship program by January 2026.

- Schedule quarterly orientation sessions to engage new members.
- Develop a strategy to enhance the membership renewal process by Fall 2025.
- Increase the number of members serving on committees through enhanced communication of committee activities.
- Develop a strategy to engage members more fully in the grants process.
- Conduct exit interviews with non-renewing members.

Goal #4: Develop a Comprehensive Communication Plan

Strategies:

- Align and standardize messaging across all marketing materials (website, membership brochure, luncheon programs) to ensure consistency across all platforms by Fall 2025.
- Update all marketing materials, including the membership brochure and recruitment information, to reflect updated branding by Fall 2025.
- Develop an online registration system to track member and new member demographic information and facilitate easy online renewals by July 2025.
- Redesign the website to include dedicated sections for each committee to ensure timely updates. Ensure all attachments are updated by Fall 2025.
- Create an annual social media calendar to streamline communication and engagement efforts by July 2025.
- Communicate the strategic plan to members through a webinar and newsletter by June 2025 and create a dashboard to track progress in the monthly newsletter by September 2025.
- Develop an outreach communication plan to highlight WIP's impact, culminating in the release of an Annual Report by Spring 2026.
- Implement a member engagement communication plan by Fall 2025, aimed at promoting WIP events and increasing participation through personalized, timely outreach.

Goal #5: Develop a Comprehensive Education Plan on Philanthropy and Community Issues

Strategies:

- Develop a program where professionals, donors, and volunteers from the financial and philanthropic sectors share their expertise with WIP members on giving methods, donation evaluations, and broadening donation vehicles.
- Organize at least three philanthropy education events during the WIP season, including a mix of webinars, house parties, site visits, and on-site seminars.
- Develop a program of enhanced contact with local leaders, non-profit directors, and community members to provide firsthand insights on community issues.
- Provide members with regular access to online resources (reports, articles, videos, including those available from Philanos).
- Host at least three community issues events during the WIP season, focusing on visits to WIP grantees, organized seminars, house parties, webinars, expert panels, book discussions, and documentary screenings.

- Develop processes to ensure that education events and outreach achieve both social and educational objectives, tracking awareness changes and growth in engaged philanthropy.

Goal #6: Develop a WIP Youth Philanthropy Committee to Educate Young Women about Community Issues and the Role of Philanthropic Organization

Strategies:

- Form a working group in Fall 2025 to research models for young women's participation in WIP.
- Develop a plan for reviewing working group research outcomes and making decisions about action steps by Fall 2026.