

# CWC Strategic Plan 2010-2015

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## **Strategic Goal #1**

**CWC will preserve its special heritage by keeping the best of the past and innovatively moving into the future as it serves the community's current needs.**

- CWC will insure its financial stability by establishing a team to evaluate, determine and audit the profitability of membership dues and fund raising projects
- In 2010 CWC will decide whether/or not to continue the affiliation with the GFWC
- CWC will create a new brand as well as a marketing and communication process that reflects our newly developed vision, values and mission statements
- CWC will plan and implement activities for Chatham's 300<sup>th</sup> anniversary in 2012 based on its vision, values and mission and strategic goals.
- CWC will plan and implement activities for its 100<sup>th</sup> in 2015

## **Strategic Goal # 2**

**CWC will provide learning opportunities and leadership education within our organization.**

- Provide inspiring and engaging presentations at monthly meetings, department meetings and special workshops
- Preserve the special bonds of friendship in the CWC through shared learning and social events.
- Recruit, orient and retain new members
- Create role descriptions, expectations and accountabilities for members and leaders
- Insure leadership continuity by clearly setting expectations for membership accountabilities which result in well defined succession plans

## **Strategic Goal Number #3**

**CWC is the leading advocate & resource for promoting community involvement through volunteerism and financial support.**

- Create and utilize membership inventory
- Involve departments in supporting volunteer efforts
- Create a directory for volunteer opportunities for community service and make available to public and nonprofit organizations.
- Collaborate with other organizations
- Sponsor a volunteer fair
- Create an on line tool for capturing volunteer hours
- Create an event to celebrate and honor efforts by various community organizations (e.g. each organization nominates its respective "Volunteer of the Year")
- Continue offering educational scholarships and charitable donations.