



**GFWC Core Value Implementation Toolkit:  
Putting the Strategic Plan into Action --  
"Step by Step"**



# Implementation:

## Issue:

### Membership





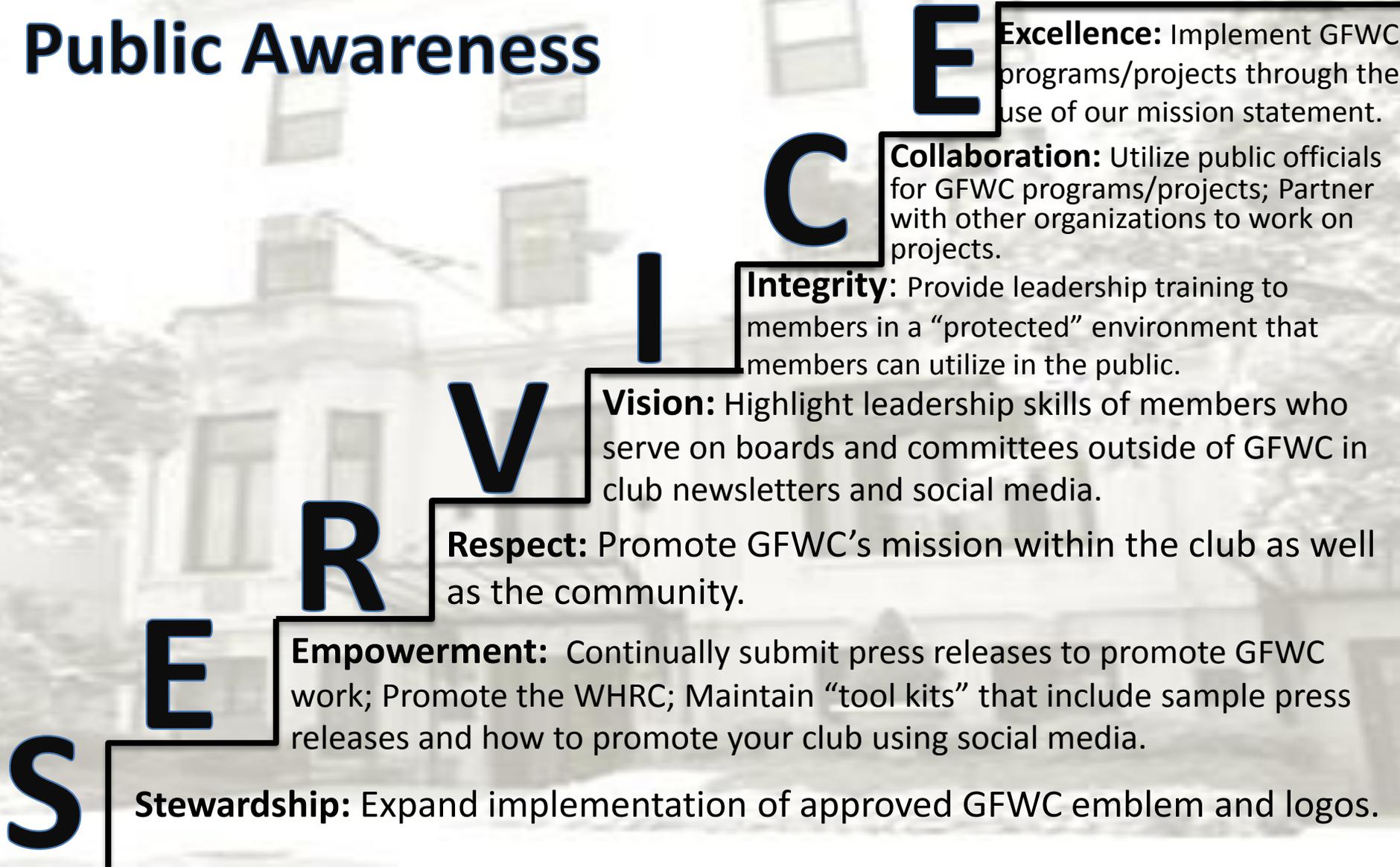
# Implementation: issue: Leadership



# Implementation:

## Issue:

# Public Awareness



# Implementation:



## Issue:

# Special Projects & Community Service Programs



# Implementation:

## Issue:

# Financial Stability



**E**

**Excellence:** Maintain financial stability utilizing non-dues generated revenue to ensure current member benefits and needs are met.

**C**

**Collaboration:** Investigate innovative ways to decrease expenditures and increase non-dues generated revenue.

**I**

**Integrity:** Be transparent by sharing/discussing findings of the revenue vs. expenses analysis.

**V**

**Vision:** Develop internal revenue sources annually through direct mail campaigns, use of communications and online funding; Develop external resources (sponsorships, media relationships, and promotional, etc); Fulfill The Campaign for the Future.

**R**

**Respect:** Survey members to gain feedback on fiscal matters.

**E**

**Empowerment:** Educate members on benefits received from dues; Develop a special fund that has meaning to clubs, state, or regions, as applicable, to generate non-dues based revenue.

**S**

**Stewardship:** Assess current dues and non-dues based revenues; Analyze revenue vs. expenditures to make recommendations for change; Provide a simple plan for how to analyze income/expenses; Develop comprehensive and realistic budgets.

# Implementation:



## Issue: Management & Governance

