

Philanthropic Strategic Plan 2014 - 2016

Vision

The PC provides an opportunity for the women of CWC to lead and support the effort to make our community a better place to live for all residents by utilizing our skills to craft solutions, raise money and implement programs to benefit women and children of our area.

To ensure maximum results, our philanthropic efforts will be conducted in coordination with charitable organizations working in the Charlotte area in the selection and execution of the effort.

We will invite and encourage others, both members and non-members, in our area to become active in some philanthropic activity regularly.

The PC will be a source of new members for PGWC as a whole as a result of our activities.

Strategy 3-5 year timeline (2014- 2017)

Capitalize on our current large member base, our magazine coverage in the South Charlotte region. (Strength)!•

- We will present programs that are educational and fun to raise awareness of what we are doing in the club.
- Select opportunities to get more people involved by having fun doing so. We will use some of the same tactics used to get members for CWC in the beginning - make it fun and easy, appeal to what they want and include organizations they support.
- In addition to the above strategies, we will make organizational changes to increase the opportunities and utilize new communication channels.

Conduct fundraisers that are fun and entertaining to make people want to attend and bring others. Test different types and determine what our signature ones will be. (Opportunity to learn and gain publicity)

Organize our committee to fit the new direction and better utilize leadership skills on our team.

- **We will continue to organize to meet our members and community need.** Training and challenging new leaders, increasing membership.
- Fundraising with a goal of making a difference for the selected organization or cause.
- Volunteer activities that support the charities of our members and our neighborhoods.
- Reach out for new members and participants by helping them do more for their

- charity.
- Empower the managers to make decisions within their area. **Move managers and potential managers to positions of leadership in other areas of CWC**

Strengths & Challenges

Strengths

- Large member base of Carolina Women's Club and the infra structure of support from that base
- Large member base of the Philanthropic Committee. Exceeded our growth projections for 2014-2015.
- Name we have established in our communities for Philanthropic work.
- Communication coverage we have built as the CWC in general and the Philanthropic Committee in particular.
 - PG Master HOA recognizes us as the only source of charitable events that can be communicated across the 800+ homes in the PG website and emails.
 - PG TPC club advertises for CWC and CWC supports the TPC.
 - The Pipeline depends on CWC for articles and on select members for stories and CWC depends on them.
 - Other coverage is expanding.
- Leadership skills. Philanthropic has a number of members with potential and willingness to do more for Philanthropy and CWC
- Success and reputation with fun meetings, fundraisers and programs. Knowledge and confidence gained gave the team confidence.

2015-2016 Goals

- Increase involvement of new members. Requires education of new members on needs, past, effective ways to operate, etc.
- Execute at least 2 fundraisers in 2016. June & December.
- Increase participation in Moments of Service through improvements in organization, increased leadership of members, expanded coverage and improved marketing.