

2017 STRATEGIC PLAN



VISION

Create generations of powerful female advocates

GOALS



Increase overall member engagement by 25%

\$100k in reserves by December 31, 2017

Viewed as thought leaders and advocates for women in the government relations and public affairs professions

STRATEGIES

Align the volunteer workforce to achieve the programming goals of the organization.

Leverage subject matter experts and strategic partners to deliver new and innovative programming.

Evaluate member programming needs

Enhance online resources

STRATEGIES

Strengthen and Diversify Revenue Streams

Increase value for members across the stages of their career

Align existing management and strategic partners

Formalize leadership development program for board as well as task force and committee chairs

STRATEGIES

Strengthen Brand

Increase visibility and awareness in Washington, D.C.

Position ourselves as a credible source for information on women in government relations and public affairs.

#WeAreWGR