

International Women's Forum Florida Suncoast Strategic Plan

December 2020 Update

*Advance women leaders to drive positive
change and champion equality through
connection, education and exchange of ideas*

IWF Florida Suncoast Forum

2020-2025

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IWF Florida Suncoast 2020-2025 Strategic Plan

IWF Florida Suncoast Forum Purpose

*Advance women leaders to drive positive change and champion equality
through connection, education and the exchange of ideas*

Strategic Aims

Advance our Purpose

Enhance Value of Membership

Integrate Strategy with IWF Global

Build Forum of the Future

Invite Local and Global Collaboration

Strategic Goals

Goal I: Connect Women Leaders

Goal II: Advance Women's Leadership

Goal III. Drive Positive Change

IWF Florida Suncoast 2020-2025 Strategic Plan

Goal 1: Connect Women Leaders

Objective	Lead	Milestones	Jan 2021 Progress Report	July 2021 Progress Report
I A. Increase IWF Florida Suncoast Membership to 198 by 2025 to enhance the value of membership and embrace diversity.	Membership Committee	Jan 2020-121 Jan 2021-134 Jan 2022-148 Jan 2023-163 Jan 2024-180 Jan 2025-198		
I B. Accelerate engagement of new members through welcome, orientation and outreach.	Membership Committee	Renewal rate of new members above 90%		
I C. Offer educational events to advance women leaders, promote social connection and explore issues of importance to women one or more times a month.	Program Committee	Participation in events above 60% of the membership		
I D. Engage membership at all levels through Member Outreach and Communication Plan	Communications Committee	Renewal rate of members above 90%		

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Goal II: Advance Women’s Leadership

Objective	Lead	Milestones	Jan 2021 Progress Report	July 2021 Progress Report
II A. Initiate collaboration with sister forums in Caribbean	Chair & Program Chair	Shared learning, events, and exchanges		
II. B. Engage and mentor young women leaders in IWF experiences and networks	Program Chair	Two events per year		
II. C. Prepare IWF FL Suncoast to address new mission of championing equity by incorporating DEIA (diversity, equity, inclusion and accessibility) best practices into its governance, planning, programming, events and membership activities	Board and Committee Chairs	Reformed practices and policies		
II D. Provide leadership resources and experiences for current and future Board and Committee Members for leadership succession.	Governance Committee	Orientation and Board/Committee Development Activities		

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Goal III. Drive Positive Change

Objective	Lead	Milestones	Jan 2021 Progress Report	July 2021 Progress Report
III A. Complete conversion of IWF Florida Suncoast Forum to noncharitable tax exempt to charitable tax exempt and determine fundraising opportunities and implications to further purpose.	Governance Committee	IRS Letter Gift Acceptance & Fundraising Plan		
III B. Engage in global President’s Council, Program and Membership Committee Chair meetings to fulfill aim of becoming a model forum	President Membership and Program Chairs	Twice Annual Meetings		
III C. Initiate Task Force to explore avenues for IWF Florida Suncoast to drive positive change and to champion equity and inclusion, internally and externally.	Task Force Board	Recommendations to Board		

IWF Florida Suncoast 2020-2025 Strategic Plan

Five Year Financial Plan

Strategic Financial Aims

Support vision of becoming preeminent women's forum

Resource 2020- 2025 strategic plan providing road map to the future

Grow to 198 members in 2025 Central (98) North (50) to South (50)

Infrastructure and staff for growth

Invest in strategic initiatives and website

Invest in Member Outreach/Communication

Initiation fees cover new member welcome orientation and engagement

Robust programming and activities

Program fees cover program expense

Achieve balanced annual budget

6 months operating reserve by 2025

Convert to 501(c)(3)

IWF Florida Suncoast 2020-2025 Strategic Plan

2020-2025 Financial Plan

Year	2020	2021	2022	2023	2024	2025
Members	136	154	165	176	187	199
Forum Dues	\$ 350	\$ 350	\$ 425	\$ 425	\$ 500	\$ 500
Global Dues	\$ 150	\$ 150	\$ 150	\$ 175	\$ 175	\$ 200
Revenues	\$55,181	\$69,262	\$97,742	\$104,517	\$124,926	\$132,658
Expenses	\$37,452	\$67,480	\$93,191	\$102,304	\$107,278	\$117,634
Net	\$17,729	\$ 1,718	\$ 4,551	\$ 2,212	\$17,648	\$15,024