



## **CANADIAN FEDERATION OF UNIVERSITY WOMEN - AURORA NEWMARKET**

### **MISSION**

CFUW Aurora/Newmarket is dedicated to:

- The pursuit of knowledge.
- The promotion of education.
- The improvement of the status of women and human rights.
- Active participation in public affairs in a spirit of cooperation and friendship.

### **VISION**

To empower women's lives through friendship, education, outreach and advocacy.

### **VALUES**

- Respect
- Integrity
- Inclusivity
- Lifelong learning
- Responsibility

### **KEY DIRECTIONS:**

- FRIENDSHIP
- OUTREACH

## **1<sup>st</sup> Key Direction: FRIENDSHIP**

### *Facilitate growth in Club involvement for new and returning members*

- President: personally contact all new and newly returning members to confirm that they are happily engaged in at least one activity/group within the Club.
- Membership: Use revised registration form to flag specific skills and interests.

### *Enhance the retention of new and returning members*

- Membership: Gather information on new members' specific interest(s) during the registration process.
- Membership/Interest Groups: Use and develop members' skills and interests.
- Program: Create a speaker schedule for the General Meetings that appeals to a wide spectrum of interests; elicit members' suggestions and feedback on program topics.
- Interest Groups: Provide members with more information about Interest Groups through monthly Newsletter articles and presentations at the General meeting by Interest Group leaders on special activities.

### *Welcoming and integrating new and existing members into Club activities*

- Newsletter: Profile a new member (or Board or long-time member) each month in the Newsletter.
- All Board members: Ensure that new members are approached and engaged especially at General Meetings.
- Membership: Print same information on both sides of the name tags so a member's name is always visible.
- Membership and President: provide handwritten welcome notes in new member welcome packages.
- Public Relations: Post at least five new photos on the website and one on social media each month, featuring members at work and at play in various Club activities to portray CFUW as an organization where friendships can begin and continue to grow.

### *Access to interest groups*

- Interest Groups: Continue to place members, especially new members, into their chosen Interest groups.
- Interest Groups: Encourage creation of new Interest Groups with a developed structure and leadership.

## **2<sup>nd</sup> Key Direction: OUTREACH**

### *Build local partnerships*

- President: Encourage and facilitate outreach to and with our community partners to work together on improving the lives of women and girls through action and education.

- Advocacy: Increase local community partnerships, donors, awareness of government policy and funding that impact education for youth in care as part of the *Stay in School* initiative.
- Advocacy: Use our *International Women's Day* celebration to build further partnerships with other women's organizations.
- Advocacy: Raise awareness of issues affecting women's education, youth in care and other social issues using a variety of methods: website, newsletter, General meetings, personal contacts, and through Interest groups.
- Program: Encourage and facilitate our members to reach out to improve the lives of girls and women by inviting local speakers from organizations that will help forge community linkages, e.g., Margaret Bahen Hospice.
- Writing Contest: Grow the writing contest initiative and continue to work with local schools, libraries and newspapers.

*Develop activities to support international girls' and women's education*

- Program: Present at least one speaker on the topic of girls' education internationally.
- Interest Groups: Explore the creation of an Interest Group focusing on international issues for girls and women.

*Create interest among the members in the Club's advocacy issues*

- Interest Groups: Keep members informed of our Club's goals through targeted information fact sheets that Interest Group leaders can share with their Interest group at regular times of the year.

*Club promotion*

- Public Relations: Promote the upcoming General Meeting as well as any special Club initiatives through a variety of media outlets and on social media, tagging pertinent external groups or organizations to help build awareness of our Club in the local and wider world.
- Membership: Promote CFUW at local community events and venues.
- All Board members: Increase profile of the CFUW Aurora/Newmarket Charitable Trust in Club and public events.
- All Board Members: Increase financial support to the CFUW Aurora/Newmarket Charitable Trust for the awards program.
- Writing Contest: Grow and build awareness of the Club at every point of contact with teachers, parents, and the media; seek out opportunities to increase the number of entries.

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*Approved by CFUW Aurora/Newmarket membership March 26, 2019*