

2004 – 2007 IFUW Communication Plan Approved March 2004 • Updated March 2005
Distributed to Board and Committees April 2005

I. FUNCTION of IFUW Communications

The communications function of IFUW provides for connections with our members, our partners and our publics. All staff and members have a role to play in communicating IFUW messages.

The primary functions are:

Income

- raising funds to help women achieve their potential
- organizational business and resource development
- marketing for new members

Voice

- providing information to members and the public
- public policy advocacy
- responding to solicitation for input and feedback
- networking and sharing resources and information both internally and with partners
- transparency about policy decisions and program activity

Image-Making and Information

- written and electronic publications and statements
- media and public relations

II. OBJECTIVE of Enhanced Communications

A comprehensive communication strategy will result in:

- **Growth:** membership growth through better marketing and NFA training
- **Involvement:** increased member satisfaction and involvement
- **Recognition:** positioning of IFUW as a major force for education and gender equity worldwide
- **Leverage:** increased effectiveness of actions, and use of resources within the organization

	3. Recruit younger and more diverse women to sustain IFUW for the future	<ul style="list-style-type: none"> IFUW will continue to support and/or facilitate the efforts of the Young Members Group, using communication strategies that demonstrate dynamic activities that especially interest younger members (Mem) NFAs will be provided encouragement to develop strategies for membership from non-traditional groups. (Mem) 	<p>Ongoing</p> <p>?</p>
B. Involvement			
PRIORITY	STRATEGY/TACTIC	COMMUNICATION ACTION	TIME LINE
<p>IFUW will increase the number of members who undertake projects and actions that benefit women. This is necessary in order to achieve greater impact on policies that affect women and girls, and to provide the members with greater satisfaction</p>	<p>1. Demonstrate value and create more awareness for IFUW's programmes and public policy issues, Bina Roy projects, the Fellowships and Hegg-Hoffet programmes, available training manuals and workshops, progress of our international advocacy activities, and NFA activities</p>	<ul style="list-style-type: none"> IFUW representatives at NFA meetings will always advertise the Website address, and provide a means for demonstrating the content and its use (E) In addition to using the IFUW CD/slide program, a basic outline of points to cover for each person representing IFUW at local, national and regional meetings shall be developed by the Board. (Bd) Increase the information about NFA activities AND their impact on the Website. (Staff) 	<p>KL Sept 2005 Everyone Jan 2006</p> <p>KL Sept 2005</p> <p>Staff - ongoing</p>

	<p>2. Develop ways for greater sharing of information between and within NFAs.</p>	<ul style="list-style-type: none"> • SWC will enhance efforts to promote multiple-sponsored Conference Workshops (SWC & Res) • Provide NFAs with and encourage NFAs to share with each other materials and/or training that will enhance their usage of the Internet and/or national or regional newsletters (SWC) 	<p>Feb 2004 - 2007?</p> <p>?</p>
	<p>3. Be a catalyst for sharing of information on specific issues</p>	<ul style="list-style-type: none"> • At member request, develop additional niche email networks that will reach a greater number of targeted members with information that will encourage action-(SWC) • Create virtual working groups for identified and time limited study and action by NFAs or other IFUW networks.(SWC) • Project Committee will expand the sharing of NFA Project reports. (Project) 	<p>Not a priority at this time</p> <p>Ongoing</p>
	<p>4. Customize publications by providing training materials and organizational information in multiple languages</p>	<ul style="list-style-type: none"> • Identify individuals and/or NFAs willing to translate IFUW messages, memos and other written materials into greater numbers of languages while continuing to write English materials in as succinct a manner as possible. (E) 	<p>?</p>

	5. Increase the transparency of IFUW decision-making and the selection of officers and committee members	<ul style="list-style-type: none"> • Continue to expand Members Corner on Website (Staff) • Continually monitor/review memos that describe and recruit candidates for positions within IFUW for language that best describes positions available, and encourages members to apply. (E) 	<p>March 2005 - ongoing</p> <p>KL – June 2006</p>
	6. Increase the use of member expertise – especially experienced members - in ad hoc opportunities	<ul style="list-style-type: none"> • Continue to identify expertise among our membership and use them as appropriate and they are able; exp. Testimony, representation, issue development (SWC & Everyone) 	Ongoing
	7. Enhance and encourage each NFA to formalize an advocacy plan within their country and local areas	<ul style="list-style-type: none"> • Develop “how-to” materials for NFAs so they will be better equipped to activate an advocacy plan; provide training at 2007 Conference (SWC & Res) 	March 2007
Internal communication through email and the website shall be more effective.	8. IFUW will increase its effectiveness in the use of email to conduct business and provide information.	<ul style="list-style-type: none"> • All Committee Chairs shall use the protocol, guiding their committees in its procedure. (All Committees) 	Feb 2004 - complete Ongoing

C. Recognition

PRIORITY	STRATEGY/TACTIC	COMMUNICATION ACTION	TIME LINE
<p>IFUW will establish itself as a recognized and respected organization by the broader international community. Our image is our currency and therefore must reflect the diversity of ethnic and disciplinary backgrounds of our membership.</p>	<p>1. Make the IFUW “brand” an easily-recognizable and remembered image.</p>	<ul style="list-style-type: none"> • Use the IFUW logo and tag line more extensively and visibly. (Everyone) • Target appropriate core messages as described in A.1 to each particular audience (Everyone) • When representing IFUW, a nametag and IFUW logo shall be worn. (Everyone) • Be consistent and cohesive in the appearance of all internally generated publications (St) • A press packet for IFUW representatives making official visits, and a model for NFA use shall be developed. (Bd) • Identify and train NFAs in methods and protocol for use in representing IFUW (SWC & Res) 	<p>Jan 2006</p> <p>Jan 2006</p> <p>Ongoing</p> <p>Ongoing</p> <p>KL with Staff – Jan 2006</p> <p>?</p>

	<p>2. Project the diversity of ethnic and disciplinary backgrounds of our membership</p>	<ul style="list-style-type: none"> In all publications and the website pages, use photo images that reflect the broad diversity of the membership (St) 	<p>Ongoing</p>
	<p>3. IFUW should be well-recognized in the international NGO community at-large, and within grant-making circles.</p>	<ul style="list-style-type: none"> Develop an annual brochure that summarizes the accomplishments and work for use in external circles. (St & Bd) Encourage members to accept leadership roles in multi-member groups such as 5-O, UNCSW, etc. provided very little burden is placed upon staff for support. (E) 	<p>KL – Jan 2006</p> <p>Only when financially possible</p>
	<p>4. Establish an ongoing concerted effort to frame our messages through news releases, press meetings, position papers, magazine articles, IFUW website etc.</p>	<ul style="list-style-type: none"> Encourage NFAs to submit items of import within their countries to IFUW for circulation to global press and other appropriate news sources (E) Staff will identify likely media and develop a regular pattern of releasing information from IFUW (when newsworthy). (St) 	<p>KL – memo in Sept 2006 ></p> <p>?</p>
	<p>5. Establish a Press Webpage on the IFUW site</p>	<ul style="list-style-type: none"> The page will be succinct in briefly describing IFUW's advocacy actions and any other items of note (St) 	<p>?</p>

	6. Training and other methods that will enhance and encourage each NFA to develop a communication strategy that will develop their ability to project their image within their country and local areas.	<ul style="list-style-type: none"> • Follow up to 2004 Training with gathering information on the use of the training within the NFAs and Committees (Bd) • Development of further training at Regional and International conferences (SWC) 	KL – Sept 2006 ?
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D. Leverage			
PRIORITY	STRATEGY/TACTIC	COMMUNICATION ACTION	TIME LINE
IFUW will increase its partnerships in order to bring greater recognition to the issues for which we advocate.	1. Enlarge our voice and share resources	<ul style="list-style-type: none"> • Increase partnership activities at the international level, and encourage the same by NFAs at the national levels (Everyone) 	Strengthen ties with Project 5-0
	2. Build long-term relationships with business, professional and NGO partners with supporting mutual interests	<ul style="list-style-type: none"> • Tailor our message approaches to reach specific target audiences; i.e. potential partners, competition (St) • Budget board and staff time to identify prospective partnerships. (Bd) 	? ?

	3. Broadly disseminate internal information to NFAs in methods that are most effective	<ul style="list-style-type: none"> • Provide as much information on the Website as is otherwise mailed to member leaders. (St) 	Underway
	4. Develop ability to have an interactive and bulletin board, and ability to Website.	<ul style="list-style-type: none"> • Staff will develop this during the 2004 – 07 triennium (St) 	2007
IFUW will increase its sources and amount of revenue.	5. Use the Website for new member marketing and philanthropic fundraising.	<ul style="list-style-type: none"> • Establish a non-dues revenue task force to explore new methods of increasing revenues (B) during the 2004 – 07 triennium (St) (Finance) (B) 	2005