



CIRCULAR 7/2005
May 2005

IFUW STRATEGIC PLAN 2005-2008 as of April 2005

A. INTERNATIONAL ADVOCACY

Priorities	Strategies	Action (Annual Plan)	Target date
1. Coordinate and integrate advocacy opportunities at international level	<ul style="list-style-type: none"> • Develop the SWC primary way of working to that of facilitator for IFUW and NFA action 	<ul style="list-style-type: none"> • Develop linkages and reporting between UN Reps, delegates to Conferences, Five-0, IFUW policy and triennial programme 	2006
	<ul style="list-style-type: none"> • Broadly disseminate advocacy methods that are most effective to NFAs 	<ul style="list-style-type: none"> • Link with CIRs through NFA-leaders' network 	Ongoing
2. Focus and strengthen programme in relation to consultative status opportunities	<ul style="list-style-type: none"> • Increase focus on IFUW triennial programme in the advocacy activities 	<ul style="list-style-type: none"> • Develop 3 lead/focus issues from the 3 current programme pillars eg education for sustainable development from education pillar 	2006
	<ul style="list-style-type: none"> • Promote networking on issues / programmes in NFA's and regions 	<ul style="list-style-type: none"> • Align priority issues with the IFUW Policies • Create virtual working groups for identified and time limited study and action by NFAs or other IFUW networks. • Host discussion groups on website on UN activities related to women's issues. • Develop monitoring plan to report results of activities • Include background on UN consultative status in training material 	2006
3. Increase partnerships for greater advocacy effectiveness	<ul style="list-style-type: none"> • Enlarge our voice and share resources • Build long-term relationships with business, professional and NGO partners with supporting mutual interests 	<ul style="list-style-type: none"> • Increase partnership activities at the international level, and encourage the same by NFAs at the national levels • Tailor our message approaches to reach specific target audiences; i.e. potential partners, competition • Identify prospective partnerships. 	

<p>4. Increase IFUW policy identification at public and NFA events</p>	<ul style="list-style-type: none"> • IFUW representatives at NFA meetings will advertise the Website address • Where possible, provide a means for demonstrating the content and its use • Update and develop materials • 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 	<ul style="list-style-type: none"> • Report number of opportunities • Staff position development 	
<p>5. Increase advocacy activities at the local and national levels</p>	<ul style="list-style-type: none"> • 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 2004 Pre-Conference Workshop 	Feb 2006

B. COMMUNICATIONS

Priorities	Strategies	Action (Annual Plan)	Target Date
<p>1. Improve IFUW communication strategies</p>	<ul style="list-style-type: none"> • Provide consistent and professional-level communication practices • Promote importance of Internet access for all national affiliates and their leadership 	<ul style="list-style-type: none"> • Facilitate Perth Communication Workshop group • Establish editorial advisory group • Establish user feedback group • Assist NFAs in their ability to access and use Internet • Establish inventory of NFA use of the Internet • Increase information about NFA activities AND their impact on the Website • Reports of NFA meetings attended by Board or staff should be made available on Website • Provide as much information on the website as is otherwise mailed to leaders • Executive summaries will be provided for web postings with full reports accessible through links 	June 2005

	<ul style="list-style-type: none"> • Create opportunities for member discussion and interaction • Establish effective methods of transmitting information about IFUW activities at UN 	<ul style="list-style-type: none"> • Develop interactive website and Bulletin Board • Develop templates for written and verbal reporting of UN issues and actions to be taken 	
<p>2. Demonstrate value and create more public awareness for IFUW's programmes and public policy issues</p>	<ul style="list-style-type: none"> • Make the IFUW "brand" an easily-recognizable and remembered image. • Establish ongoing effort to frame our messages through the media 	<ul style="list-style-type: none"> • Review and summarize the brand standard currently in use • Use the IFUW logo and tag line extensively and visibly. • Target appropriate core messages to each particular audience • When representing IFUW, a nametag and IFUW logo shall be worn. • Be consistent and cohesive in the appearance of all internally generated publications • Train NFAs in methods and develop protocol for use in representing IFUW • Establish a Press Webpage on the IFUW site • A press packet for IFUW representatives making official visits, and a model for NFA use shall be developed. • Encourage NFAs to submit items of importance within their countries to IFUW for circulation to global press and other appropriate news sources • Identify appropriate media and develop a regular pattern of releasing information from IFUW (when newsworthy). 	Sept 2005

<p>3. Expand communication strategies to reach all NFAs that will develop their ability to project their image within their country and local areas.</p>	<ul style="list-style-type: none"> • Increase access of NFAs to leadership resource material • Develop marketing plan for promoting membership within all NFAs 	<ul style="list-style-type: none"> • Re-design Leadership Resource section of the Website • Continue to organize training opportunities at Conference and online • Establish IFUW Selling Points for membership recruitment purpose 	<p>Jan 2006</p>
<p>4. Address issues that speak to what women want today, while recognizing that the needs of women differ from generation to generation</p>	<ul style="list-style-type: none"> • With the Programme for Action, include suggestions for actions that will address the needs for: work/life balance, health and well being, financial/economic independence • SWC will frame and define issues in universal terms to allow NFAs to develop their own strategies based upon their need 		

C. ORGANIZATIONAL SUPPORT

Priorities	Strategies	Action (Annual Plan)	Target Date
<p>1. Strengthen effectiveness of IFUW structure and member involvement</p>	<ul style="list-style-type: none"> • Review the election procedure for committees • Review the IFUW constitution and bylaws and promote changes necessary • Review Conference Rules of Procedure • Review structure, necessity & work of IFUW committees • Re-evaluate objective of Conference 	<ul style="list-style-type: none"> • Investigate use of electronic voting for committee elections • Appoint expert task force to make recommendations for revisions to the Board of Officers • Review committee roles and structure in light of revised Strategic Plan objectives. • Review committee working rules and analysis of work as related to governance structure (umbrella model) • Use evaluation report and conference manual and IFUW strategic goals 	<p>Nov 2005</p> <p>Ongoing</p> <p>Sept 2005</p>

<p>2. Encourage more diversity to sustain IFUW for the future.</p>	<ul style="list-style-type: none"> • Flexible membership exploration • IFUW will continue to support and/or facilitate the efforts of the Young Members and Next Generation groups, using communication strategies that demonstrate dynamic activities that especially interest younger members • NFAs will be provided encouragement to develop strategies for membership from under-represented groups. 	<ul style="list-style-type: none"> • Pilot project to be reviewed 	2005
<p>3. Streamline operational support</p>		<ul style="list-style-type: none"> • Archives • Meeting services • Data bases • Financial administration • Functional budgeting • Clearinghouse functions 	

D. FISCAL BALANCE

Priorities	Strategies	Action (Annual Plan)	Target Date
<p>1. Focus programmes and advocacy efforts</p>	<ul style="list-style-type: none"> • Eliminate or direct to other entities those activities which do not meet the new fiscal objectives 		Dec 2005
<p>2. Strengthen IFUW Financial Resources</p>	<ul style="list-style-type: none"> • Resource distribution shall be developed to support priorities 	<ul style="list-style-type: none"> • Analyze all current activities and set new priorities • Revise 2006 estimates to reflect new priorities • Functional accounting shall be introduced 	<p>Jan 2006</p> <p>Ongoing</p> <p>Jan 2006</p>

	<ul style="list-style-type: none"> • Increase Non-dues revenue to 25% of annual income • Increase income from dues 	<ul style="list-style-type: none"> • A non-dues marketing, public relations and fund development task group will be established • A staff role for non-dues revenue generation shall be established • Explore sponsorship for website • Develop Friends of IFUW • NFAs will be solicited for suggestions for non-dues revenue sources • Increase publicity, improve project reporting and encourage donors • Give priority to income-generating membership growth 	Sept 2005
3. Consider alternative measures for expense reduction	<ul style="list-style-type: none"> • Phase in administrative fees for funds received by the Federation for specific purposes • Explore tax-exempt status methods for contributions • Review cost effectiveness of special programmes 	<ul style="list-style-type: none"> • Hegg-Hoffet, Fellowship, Bina Roy, Project 5-0 	Ongoing Feb 2006
4. Develop simplified dues structure			Feb 2006