



AAUW Asheville and The GEM Fund

Strategic Priorities and Initiatives

1. Enhance Advocacy and Community Engagement

Strengthen AAUW Asheville and The GEM Fund's (AAUW/GEM) efforts by deepening community awareness. Increase visibility on issues affecting women and girls while actively engaging members as advocates. Build external recognition by clearly and consistently communicating AAUW/GEM's impact through stories, data, and outcomes across multiple platforms. Position AAUW/GEM as a trusted voice and resource in the community for education for women and girls.

Initiatives – Wendy Owen

- A. Implement social media campaign**
 - Revise/update website
 - Launch communications through various media outlets
 - Utilize content from AAUW national
 - Consistently communicate to members

2. Focus on Membership Growth, Engagement, and Retention

Develop intentional, data-informed membership strategies to attract, engage, and retain a diverse and committed membership base. Create meaningful opportunities for involvement and belonging that align with member interests and organizational goals. Strengthen communication channels to ensure members feel informed, valued and connected. Prioritize understanding member needs and motivations through regular feedback and dialogue.

Initiatives – Michele Anderson

- A. Recruit Membership Committee
 - B. Gather information from members through survey and focus groups
 - C. Develop membership plan
 - Create prospective and new member communications
 - Establish a process for orientation of new members
 - Consider diversity and student inclusion
 - Create methods to encourage member engagement
 - Focus on member retention
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3. Strengthen and Expand Educational Support and Philanthropy

Advance AAUW/GEM's mission by expanding impactful, community-focused philanthropy that supports education for women and girls. Ensure programs are mission aligned, measurable, and responsive to community needs. Uphold strong stewardship of financial resources by applying transparent decision-making, fiscal responsibility, and long term sustainability practices.

Initiatives – Maureen McCalla

- A. Review current spending and giving practices to help inform future giving.
 - B. Establish a process for vetting of all philanthropic, volunteer and participation requests.
 - C. Create and implement a process to diversify fundraising efforts.
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4. Strengthen Organizational Stability and Infrastructure

Build on a resilient organizational foundation by investing in succession planning and effective governance practices. Strengthen financial sustainability through diversified funding, strategic and prudent budgeting, and long-range financial planning. Enhance internal systems and processes to support consistency, accountability, and efficient operations, ensuring AAUW/GEM's long term success.

Initiatives – Lois Sutton

- A. Review current board structure.
- B. Create succession plan for board and committees
- C. Create comprehensive budget to acknowledge all activities
- D. Establish a process for reviewing and updating the Strategic Plan

Mission Statement: Advancing gender equity for women and girls through research, education and advocacy