Enhancing the Membership Experience

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Wood River Women’s Foundation

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Baltimore Women’s Giving Circle

October 22, 2018
ENHANCING OUR MEMBER’S EXPERIENCE

M & M’s
Along with Other Sweet Treats To Enhance The Experience of WRWF Members
Presenter PEGGY GROVE
Ph.D., PRESIDENT OF WRWF

Organization Founded 2005/501c3 in 2017
350+ Members + 1 PT Executive Assistant + 1 PT Staff
Serving Blaine County - Idaho

Funding $2,327,000 Granted Since Inception
2018 $335,000 was Granted
Grant Awards Range from $35,000 to $5,000
Unique Qualities Inherent in Our WRWF Membership

WRWF Serves

• A mountain valley – 5 towns
• Seasonal - Winter & Summer!
• 30% members are part-time residents
• Population size = 25,000 people in the valley
  = 350 members
ENHANCING WRWF MEMBER’S EXPERIENCE

THIS PRESENTATION EXPLORES EXAMPLES OF THE WAYS WE ENGAGE WRWF MEMBERS

OUR MEMBERS LOVE TO:

• Engage in WRWF active committees
• Attend WRWF social events
• Engage with WRWF social media posts & news briefs
• Experience WRWF educational focus groups & learn from featured speakers
• Engage in detailed exploration of non-profits for grants & impact
• Vote on WRWF grants
WRWF WORKING BOARD

COMMUNICATIONS TEAM
NEWSBRIEF, INVITATIONS, WEB SITE, MARKETING & PUBLICITY

MEMBERSHIP COMMITTEE
M & M’S, NEW MEMBER ORIENTATIONS & APRES’ SKI TEA

EVENTS COMMITTEE
SUMMER SOCIAL, ANNUAL LUNCHEON & GRANTS
AWARDS, & WINTER SOCIAL

EDUCATION COMMITTEE
SMALL FOCUS GROUPS & SPEAKERS FOR WINTER
EDUCATIONAL FORUMS

GRANTS
GRANTMAKING & IMPACT TEAM
Ways We Increase Our Happiness Quotient

The WRWF MEMBERSHIP TEAM & Events

THE SOCIAL ASPECT
They Supply
~A SWEET TREAT~
In the form of

MONTHLY MEET AND MINGLES
&
OTHER SOCIAL GATHERINGS
WHAT IS AN M & M?

THE SOCIAL ASPECT
The Happiness Quotient for Inquiring Minds

Our WRWF EDUCATION COMMITTEE & Our GRANTS & IMPACT TEAMS

WRWF LEARNING COMPONENTS

Education Team Provides Small Focus Group & Public Program Speakers

Grants Provide Introspection

Impact Show How Our Grants Were Utilized

Learning about Philanthropy
Learning about our Community
Hunger Coalition

Daily Bites

Requested of WRWF: $20,000
Full Project Cost: $42,150
Organization Budget: $839,101

WRWF Learning Component
Happiness Comes Through Keeping In Touch

WRWF SOCIAL MEDIA TEAM

Communication through Instagram, Twitter, Facebook, and News Brief
Over 270 members, guests, and grantee representatives gathered August 8th at our Annual Luncheon to celebrate our 13th year and to honor the 2018 grant recipients. Our theme of “Stepping On Up” captured both the mission of the WRWF and the myriad contributions of the non-profits who enrich our community. From musical instruments to therapeutic horses to the Crisis Hotline, the projects we support are varied, worthwhile, and in many ways transformative.
Essential Knowledge for Our Best Future

SURVEY QUESTIONS
&
WHAT THEY TELL US
Q2 What is your age?

Answered: 119  Skipped: 0

A SAMPLE OF OUR SURVEY RESULTS
WOOD RIVER WOMEN’S FOUNDATION INSPIRES AND EDUCATES WOMEN TO BECOME LEADERS IN PHILANTHROPY AND BRINGS SIGNIFICANT, POSITIVE CHANGE TO THE COMMUNITY BY POOLING AND DISTRIBUTING ITS MEMBERS’ RESOURCES
WRWF CONTACT INFORMATION

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Wood River Women’s Foundation Presentation
Enhancing Our Member’s Experience

Monday, October 22, 2018
WCGN CONFERENCE
PHILADELPHIA
Baltimore Women’s Giving Circle

Presenter: Vivian Manekin, past Circle Co-Chair

Organization: Baltimore Women’s Giving Circle

Location: Baltimore City and County

Year Founded: 2001

Number of Members: 461

Total Grants Awarded since Inception: 5.3 Million

Range of Grant Sizes: $3,000 to $50,000

Number of Staff in FTE’s: none
“Connecting Women. Improving Lives.”

Our Mission

"Through collective giving and collaboration, The Baltimore Women’s Giving Circle seeks to empower women and their families in the greater Baltimore area to achieve self-sufficiency."
“Listen, Tweak, and then, Engage”

**Listen** using surveys and focus groups

**Tweak** existing committee structure and processes

**Enhance** member engagement
SURVEYS

Circle wide surveys in 2012 and 2018

Annual Committee surveys
Grants, Post Grants and Education

Exit letters and surveys
FOCUS GROUPS

Visioning and Ad Hoc focus group work

* Advocacy
* Circle Size consideration
* Major Gifts
* Increase of Dues
* Diversity
* Volunteer Opportunities
* Stewardship
* Collaboration with other Women’s Groups
TWEAKS

* Pilot program of 2 year grants
* Increase number of subcommittees
* Offer different locations and times for gatherings
* More interaction with grantees
* More opportunity for volunteer experiences
* Administration of website, grants, membership data and event management
* Stewardship initiative
Member Engagement

Circle members engage with grantees throughout the year in a variety of ways. These efforts are organized by BWGC’s five committees.

- **Communications Committee**
  - Gather and publish news about grantees for our newsletters, website and Facebook page

- **Grants Committee**
  - Provide applicant information session
  - Review applications and conduct site visits

- **Membership Committee**
  - Organize donation drives and member volunteer day
  - Host grantee speakers at prospective and new members meetings

- **Post Grants Committee**
  - Host grantee networking events
  - Conduct post-grant site visits and evaluations

- **Education Committee**
  - Organize educational visits to grantee sites
  - Invite speakers for Circle meetings
WALK A MILE EXPERIENCE
CONTACT INFORMATION

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Q & A

#WeTheWomen2018