

Introduction

HCFWI Trustees have developed a strategic plan for the last 6 years to ensure that there is effective use of Federation resources to support local WIs across the county; whilst complying with charity law. Our new strategic plan for 2026-2028 will be monitored by the Board of Trustees to ensure successful achievement. This plan allows the Federation to focus on what is essential to achieve its goals, prioritise tasks, and manage resources.

Whilst much of the strategic plan for 2024-26 has been achieved, there are elements that will always be ongoing, such as keeping up to date with financial and technological developments. These continue to form an important part of the Federation for us to continue to move forward and take account of current needs and future possible developments.

WI Charitable Objectives

The WI offers opportunities for women to enjoy friendship, to learn, to widen their horizons and together influence local, national and international affairs. It is non-sectarian, non-party political and is open to all women. The WI enables all women to make a difference – to the life they lead, to the community they are part of, to the world they live in, to expand horizons, to make new friends, to take up new interests, to learn new crafts and to develop new skills.

HCFWI Vision and Mission is:

Fun, Friendship and Forward Thinking

HCFWI support Hampshire members in getting the most out of their WI with:

- friendships that reflect all our communities
- resolutions and campaigning that mean something to them
- activities to inspire, empower, educate and enjoy

The HCFWI strategic objectives aim to ensure we achieve our mission and align with our charitable objectives which allow a broad reach for education, campaigning and activities. Our charitable objectives are:

1. to advance the education of women and girls for the public benefit in all areas including (without limitation):
 - i. local, national and international issues of political and social importance;
 - ii. music, drama and other cultural subjects; and
 - iii. all branches of agriculture, crafts, home economics, science, health and social welfare;
2. to promote sustainable development for the public benefit by:

- i. educating people in the preservation, conservation and protection of the environment and the prudent use of natural resources; and
 - ii. promoting sustainable means of achieving economic growth and regeneration;
3. to advance health for the public benefit; and
4. to advance citizenship for the public benefit by the promotion of civic responsibility and volunteering.

HCFWI Objectives 2026 –2028

HCFWI's strategic objectives are grouped around key areas, some of which are cross cutting as they support all aspects of the Federation's work.



For each of these areas the trustees have developed the following objectives.

1. Campaigns

- 1.1. Define a HCFWI campaigns strategy that aligns national priorities with member-driven causes and national campaigns with the aim of increasing member interest and participation.
- 1.2. Build partnerships with related organisations to amplify campaign reach and credibility.
- 1.3. Market and promote campaigns important to Hampshire members to enhance current interest with extra events and engagement opportunities. HCFWI will continue to promote past WI campaigns, and, where there is interest, run events on those.

2. Activities and Events

- 2.1. Develop a strategic position for events and activities aligned to our vision and mission to ensure value to individual members, WIs and the HCFWI.
- 2.2. Establish a small team to develop and oversee a structured annual programme of events, training, campaigning and promotional opportunities that align with Hampshire priorities and member interests.
- 2.3. HCFWI Board of Trustees to set the strategic framework for this team, including key events and activities, e.g.:
 - Ensure a balance between national, regional, and local events to promote inclusion and accessibility across all WIs.

- Ensure event framework offers flexibility and seeks to broaden participation with larger events (e.g. 150 attendees);
- Three big Federation events per year (300+ attendees)

2.4. Embed evaluation to measure the impact of events on member engagement and community outcomes, using a standard template

2.5. This will be done by establishing and recruiting members for:

Activities and Events Oversight Team

- Strategy views of **all** Federation outward facing activity (training, education/entertainment events for members, campaigns, shows, promotion events for the public)
- Oversight of plan
- Ensure board direction is implemented
- Review and analyse activities - what sells, what gets attendance, what attracts new members etc and share this data with members

Content Creators

- Design (and post) Social Media lines
- Design Posters (e.g. Canva etc)
- Create videos

Events/Activities Organisers

- Plan, run and organise an event
- Liaise with Communications
- Liaise with Content Creators
- Liaise with Oversight team
- Provide feedback on the event (to Oversight team)

3. WIs & Members

3.1. To engage with our membership, build for the future and improve our diversity, inclusion and equality throughout Hampshire WIs.

3.2. Promote and help WIs work to meet the changing needs of the WI. This will be done by:

- Promoting virtual WIs,
- Celebrating WIs that achieve a wide age range and hold diverse activities,
- Supporting WIs working together and/or exploring new ways of running WIs, and
- Encouraging members to act as ambassadors, reinforcing positive perceptions at community level.

This will be done with:

Champions of Change WI members who:

- Have or are doing something innovative in their WI
- Are willing and able to support other WIs as “buddies”
- Promote new ideas across the Federation

- 3.3. Support WIs in building the skills and tools required to thrive in changing times. For example, we will:
- Equip WIs with tools and insights to support local recruitment and retention efforts,
 - Provide training for all aspects of [running or being] a WI,
 - Enhance how new WIs are welcomed and supported, and
 - Improve understanding across all WIs about what the WI is as a larger organisation to address perceptions of the Federation and NFWI.
- 3.4. Focus on retention and re-engagement of WI members, by maintaining overall membership levels through enhanced satisfaction and loyalty.
- 3.5. Strengthen understanding of why members join and leave through improved data collection, including possible exit feedback.

4. Communication and Marketing

- 4.1. Strengthen the HCFWI's public and internal image as a modern, inclusive, and forward-looking organisation.
- 4.2. Strengthen brand identity and ensure consistent messaging across all communication channels.
- 4.3. Establish a marketing strategy to better articulate the WI's contemporary relevance and community impact. This will include:
- Increasing visibility through digital channels and partnerships (e.g. media, local organisations such as BID),
 - Promoting member achievements and success stories to reinforce pride,
 - Celebrating diversity within the membership to reflect the breadth of members' experiences, and
 - Celebrate and communicate the value of membership through visible recognition and storytelling.
- 4.4. Address misconceptions about the WI through consistent messaging and visible examples of impact. e.g. Use digital storytelling and social media to showcase real-life WI initiatives and success stories.

5. Resources (People¹ & WI House)

- 5.1. Develop a culture that enhances and encourages working together across HCFWI.
- 5.2. Develop WI Adviser and Trustee Role with a HCFWI nuance to support our officers and members.
- 5.3. The Federation will aim to break even each year.
- 5.4. Keep up with and utilise technological developments; and keep up with changes to Charity Law and statutory requirements.
- 5.5. Ensure that WI House is maintained in good order and fit for purpose.

¹ People includes Staff, Trustees and any volunteer who supports the Federation.

