



Brandeis University

National Women's Committee (BUNWC)

Dear Leaders,

2008 Strategic Plan Themes

Several overarching ideas emerged from the new strategic plan. The process of germinating ideas in the subcommittees, discussing and reviewing these ideas and recommendations in the Steering Committee and University Group with feedback from BUNWC's national board, produced an imaginative plan with both vision and practical application. The following themes are distilled from the document as a whole.

University Appreciation for Brandeis University National Women's Committee

- Importance of 60 years of dedication, fundraising support and ambassadorship
- We need you as much today as we did when we were founded
- Brandeis annual outreach will feature a special faculty program, rotating throughout the regions

New Organizational Name: Brandeis National Committee

- A way to bridge the past with the future
- Recognizes that our organization welcomes both women and men; new name is gender-neutral
- Broadens membership

New Mission Statement Affirms A Culture of Philanthropy

- Reaffirms our primary purpose to support Brandeis University
- Shifts support from the library alone to the University itself
- Broadens giving opportunities

A Model of Shared Governance with the University

- A new national nominating process with equal representation by the University and volunteers
- A board with philanthropic commitment to Brandeis, a vision of a shared future, and the capacity to lead and guide the organization
- A board composed of volunteers, university representatives, national staff, and Brandeis students
- A Leadership Council that cultivates new leaders and strengthens connections with existing leaders by offering a potential 'next step' for select trainees and others ready for more responsibility and recognition by the University

Fundraising for the Future: The Act of Giving Inspires Others

- Emphasizes the necessity of infusing a culture of philanthropy in the organization
- Builds more robust planned giving strategies and initiatives
- Expects 'quality' gifts from leaders---defined by individuals
- Trains members in fundraising best practices; increases chapter visits by leaders
- Indicates that chapter financial goals will be on a per capita basis

Learning Opportunities: Brandeis is a Foundation for Excellence

- Recognizes that Brandeis intellectual content is a membership draw
- Emphasizes more Brandeis content in chapter study groups
- Encourages high quality programming in chapters
- Introduces programming categories: (1) study groups, (2) learning events and programs, and (3) applied learning courses
- Acknowledges that learning opportunities can be fundraising opportunities

Membership is Our Vital Resource

- Acknowledges a financial deficit: current dues cannot support operations even with staff reductions and integration within the University
- Recognizes that dues paid by Annual Members must also support Life Members, given the promise made to members who paid once to join for life
- Increases annual dues beginning 2008-2009 to cover costs fully: \$60 for 60 glorious years
- New platinum and gold giving levels offer member perks with special recognition as determined by the chapters
- To aid recruitment, a special introductory rate of \$60 for 15 months will be offered to new members, effective April 1st, 2008

Organizational Structure is Sound

- Chapter and region model affirmed
- Alternative models developed that offer options for support over time: clusters, satellites, and fundraising group
- New chapter growth should be strategic and within driving distance of established chapters

Plan Implementation

- July 1, 2008

For clarification or questions, please email Barbara Katz at katz@brandeis.edu