

President's Letter

Dear Members,

Marianne.

President's Letter - 24 March 2016

The end of the triennium is drawing near and it is time to take stock on progress achieved against the mandate that was given to us by the members in Istanbul in 2013. You will recall that the strategy for the triennium was based on three pillars of activity: visibility, activities and fundraising.

Our top internal priority was to strengthen NFAs. Through our workshops, webinars, members only website section, In Focus newsletter, and services provided, we have:

- Defined the membership benefits clearly and rolled them out since 2013
- Increased the number of NFAs with membership benefits visible on their website by 40%
- Provided university campaign material for NFAs to adapt and use in 2014, which still available for use
- Increased the number of members in 6 NFAs (US, Spain, Scotland, Ireland, Mexico, Fiji) i.e. 10% increase
- Supported the creation or reaffiliation of 6 NFAs i.e. 10% since 2014
- Worked to encourage the creation of 6 new NFAs (i.e. 10% increase) and more in the pipeline which should come to fruition between 2016 and 2017
- Assisted 5% of NFAs in the improvement or setting up of their website
- Run over twenty webinars a year since launch, with over 450 members attending in total from all continents
- Run six regional and four country capacity building workshops for members
- Created a twinning programme framework and have one twinning project running

We needed to increase visibility to rebuild the GWI brand. To do this we have:

- Developed, with the Resolutions Committee, policy position papers that turn GWI policy resolutions into outward facing policy positions
- Developed, with the Education Committee, five manifestos that encapsulate the GWI position on education, which have been widely distributed
- Increased the number of press clippings from zero to over 40 since 2013
- Doubled the number of Twitter followers from 412 to over 850 since October 2014
- Increased our weekly Update subscriptions by 7% since 2014

