

Summary Report
Ontario Central Region “Talk It Out” Workshop
October 27, 2018

Summary:

50 members from all 13 Ontario Central Region clubs attended the “Talk It Out” workshop, held the morning of October 27 in Toronto. The National President, Grace Hollett, attended and sent greetings from National office and her home Club, St. John’s. For more detail, please see the accompanying article.

The session held for the **Presidents and Vice Presidents** was the largest, and Grace remained in that group, and provided insight into national initiatives addressing some of the issues raised. She listened and agreed to take input from the group back to National for review and consideration.

Some of the highlights included issues regarding attracting and retaining members in some Clubs, need to increase diversity, importance of upgrading websites and other social media products, and the benefits of partnering with other like-minded organizations for a wide range of opportunities - fund raising, new members and community awareness, for example.

Grace provided positive feedback in a number of areas, and suggested the following:

- consider inviting National Charitable Trust winners as members or speakers;
- use CFUW business cards to solicit new members;
- take a survey of new members after their first year to learn why some stayed and others did not;
- consider different governance models;
- make volunteerism visible; and
- young women are interested in issues, not interest groups.

She also asked the Presidents to encourage members to subscribe to the *Communicator and Club Action Newsletters*, and asked Clubs to send local activities to the Ontario Council and National newsletters.

The **Treasurers** addressed financial pressures, such as keeping fee levels reasonable and fund raising activities. They also discussed the effectiveness of advanced automated processes in managing fund

transfers and payment transaction. They reviewed the Ontario Council insurance available to clubs, and asked that the Ontario Council provide a marketing strategy to assist clubs in dealing with issues of attracting and retaining membership, as core membership continues to decline.

The **Membership and Program** chairs exchanged information on their activities and copies of their program brochures. They discussed opportunities to support the National 100th Anniversary Membership Campaign to increase membership by at least 500 women. It was agreed that the Club programs were important to attract and retain new members. Further, that chairs should review each others websites to gain new ideas, and make use of social media to attract members.

Feedback from the session was positive. The following suggestions will be considered for future sessions: hold the session in the Spring (particularly for Programs and Membership), and provide the opportunity for geographically aligned Clubs to meet together.

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