



Resource Development, Membership and Communications

Combined Charts of Work for 2009-2010

Resource Development	Membership	Communications
Identify criteria for an “affirming” YMCA	Assess target audiences and their needs and wants of their membership	Assess target audiences and their needs
Identify YMCA’s meeting this criteria	Assess current and potential channels for creating awareness within local YMCA organizations and develop an annual membership plan YMCA of USA Website Newsletters (national/regional and locally) Facebook Conferences,/Receptions,/Lunch and Learn Other meetings and training opportunities	Assess current and potential channels for creating awareness within local YMCA organizations and develop an annual communications plan Website Newsletter YMCA exchange (Custom News and Discussion Groups) LinkedIn Group, Facebook Conferences,/Receptions/ Lunch and Learn Other meetings and training opportunities
Promote list to staff	Identify other GLBT national and local allied organizations to inform of the new affinity group and communicate toward future collaborations/partnerships	Identify other GLBT national and local allied organizations to inform of the new affinity group and communicate toward future collaborations/partnerships
Promote list and resources to movement	Support all other Committee’s outreach plans to increase awareness and membership in the new Affinity Group	Support Membership Committee’s outreach plan to increase awareness of and membership in the new Affinity Group
Position Papers – business and ethical rationale for inclusion	Review strategies of YMCA’s that have created GLBT diversity initiatives locally, in respect to having a strong membership	Review strategies of YMCA’s that have made the GLBT diversity initiative transition; create case studies, templates
Tools to build community awareness of position	Create membership satisfaction surveys with communications committee	Evaluate member satisfaction with communications via Zoomerang Survey Committee to coordinate our efforts towards meeting GLBT Affinity Group objectives.
Access leadership development tools for GLBT staff i.e. educational resources and training	Ask GLBT members for assistance to identify resources and establish new member initiatives within their YMCA community. Identify pro-bono and volunteer resources to accomplish the work plan.	Ask GLBT members for assistance to identify resources and establish communications within their YMCA community. Identify pro-bono and volunteer resources to accomplish the work plan.