

# Goals for Charity Guild of Catholic Women for 2018-2022

## MEMBERSHIP

**GOAL: To diversify and expand a committed Guild membership and build on the gifts of each member while unifying our members in a strong sisterhood**

- Devise methods to increase membership
  - Reach out within the archdiocese to recruit members who intend to be committed to the mission and work of the Guild
  - Seek members of diversity
  - Offer different types of memberships to attract working and younger women
- Stress to members their commitment to the Guild to work the days and hours to which they agreed
- Expect all members to abide by the bylaws and policies governing our membership.
- Identify the skills and talents of members; add the information to the database; and share with committee chairs and day managers, and President-Elect.
- Implement better methods of communication
  - Promote team building by offering “what’s working or not working” sessions or surveys
  - Provide more opportunities for listening sessions similar to long range planning sessions
- Urge members to strengthen our sisterhood and eliminate our weaknesses of rudeness, gossip, pettiness and judgment
  - Boost kindness, friendliness, gentleness, and flexibility
  - Stop gossip by encouraging members to check facts before repeating rumors
  - Show appreciation
- Encourage more members to serve as leaders and on committees
- Encourage social interaction and activities such as exercise classes, after work dinners, etc. for active, provisional, and associate members for the purpose of strengthening our bond

Entities impacted: The Board and the Membership, Bylaws, Provisional, Publicity, Shop, Social, and Ways and Means Committees

LEAD COMMITTEE CHAIR: Membership Committee Chair   LIAISON: Susan Stromatt

## SHOP

**GOAL: To increase shop revenue by enhancing the quality of merchandise and the experience at the Shop for customers, consignors, volunteers, and staff**

- Upgrade merchandise quality by enforcing minimums and value requirements
- Determine optimal staffing needs in each area
  - Use staffing guidelines
  - Encourage a member's desire and ability to work in multiple areas
  - Develop ways to augment short-staffed days
- Offer refresher training to reduce errors and emphasize adherence to policies and procedures
  - Ensure that policies and procedures are consistently implemented across all work days by all day managers and department heads and members
  - Implement cross training to enhance each member's knowledge of the shop
  - Provide refresher training in pricing
- Develop strategies for getting merchandise to the floor quickly such as regularly scheduled extended pricing hours or Sunday pricing opportunities
- Implement procedures to ensure pricing consistency
  - Establish a periodic schedule to review and update pricing standards
  - Develop fixed prices for particular items, e.g. jeans
- Utilize technology
  - Produce detailed reports to identify what sells
  - Determine possibilities for adjusting floor space based on revenue
  - Establish a full price sales strategy
- Ensure clear and timely communication with members, consignors, and shoppers including a feedback mechanism to identify good ideas and to address problems
- Implement security and safety measures
  - Improve procedures to reduce shoplifting
  - Establish member safety and security training
  - Execute regular fire drills
- Study other ideas for producing more revenue
  - Explore alternative sales channels, e.g. online markets, personal shoppers, special events, pop-up markets, and off-site estate sales
  - Analyze cost/benefit regarding a pick-up and delivery service
  - Offer extended shop hours
  - Offer gift cards

Entities Impacted: The Board and the Shop (Chairs, Day Managers, Department Heads, Shop Policy Board), and the House and Technology Committee

LEAD COMMITTEE CHAIRS: Shop Chairs   LIAISONS: Debbie Kemple, Marie Steinhubl

## **FACILITIES**

**GOAL: To establish a plan for building use, expansion and maintenance of our property**

- Evaluate the current building design and most efficient use of space
  - Study the space vs. costs vs. sales ratio
  - Evaluate the building for safety, to include security, lighting, and physical safety of members and clients
  - Perform a time efficiency study
  - Seek customer and consignor feedback regarding design change
  - Consider the addition of a loading dock
  
- Study options for expansion and/or remodel
  - Investigate parking alternatives
  - Consider estate and other storage off site
  
- Be vigilant when property within the immediate Guild area becomes available and analyze its suitability for possible Guild use
  
- Study the feasibility of increased signage to draw attention to the Shop

Entities impacted: The Board and the Capital Improvements, Finance, House, and Shop Committees

LEAD COMMITTEE CHAIR: Capital Improvements Committee Chair    LIAISON: Jane Howerton

## **PUBLICITY**

### **GOAL: To generate a multi-layered coordinated approach to advertising Charity Guild Shop and the work of the Guild**

- Increase advertising and media exposure
- Continue to work closely with the technology committee to keep the public presence of the Guild fresh and current
  - Frequently update the website
  - Maintain frequent postings on Facebook and Instagram
  - Consider other social media platforms for advertising
  - Explore the possibilities of tech-based advertising
- Explore avenues for intentional advertising in neighborhood publications and websites
- Create a plan for outreach to all archdiocesan parishes
  - Inform women about membership in the Guild
  - Inform parishioners about our mission of sanctification of members and assistance to children in need through grants to worthy agencies
  - Invite parishioners to visit the Shop
  - Promote consignment, donation, and shopping opportunities
- Encourage members to talk about the Guild and the Shop to friends and family
- Identify groups such as retirement community residents and church organizations and invite them to Charity Guild Shop
- Emphasize branding to distinguish Charity Guild of Catholic Women as unique from Catholic Charities and to differentiate Charity Guild Shop from The Guild Shop
- Collaborate with the Children's Charities Committee to publicize grant awardees in archdiocesan publications and to solicit the help of local Catholic celebrities to publicize the awards
- Determine ways to appeal to a younger demographic of customers through marketing and advertising
- Consider hosting open houses to increase public awareness of the Shop
- Study ways to make area residents and passers-by more aware of the Shop

Entities impacted: The Board and the Publicity, Archives, Children's Charities, Membership, Shop, and Technology Committees

LEAD COMMITTEE CHAIR: Publicity Committee Chair    LIAISON: Jean Phillips

## **TECHNOLOGY**

**GOAL: To ensure that the technological needs of members, consignors, and customers are addressed**

- Monitor, evaluate, and update technology
- Maintain a process and assign volunteers to ensure that the website is kept current
- Study the feasibility of regularly scheduled retraining on Liberty software
- Explore the possibility of online sales
- Investigate the capability of volunteer software to show hours worked when signing in
- Track sales trends and price points through shop software

Entities impacted: The Board and the Technology, Publicity, and Shop Committees

LEAD COMMITTEE CHAIR: Technology Committee Chair LIAISON: JoAnne Creasey

## **SPIRITUALITY**

**GOAL: To focus on the mission of the Guild which is the sanctification of its members under the patronage of the Immaculate Heart of Mary through the practice of the spiritual and corporal works of mercy by rendering assistance to children of need in the greater Houston area, regardless of race or creed**

- Research the feasibility of offering in and out of house retreats and other opportunities for spiritual growth
- Explore opportunities to increase kindness, compassion, and selflessness through such avenues as a common theme of prayer for all work days
- Review ways to improve communication regarding the health and progress of members and their families

Entities impacted: The Board and the Liturgy, Care Prayer, and Memorials and Honorariums Committees

LEAD COMMITTEE CHAIR: Liturgy Chair LIAISON: Maureen Trott

## LEADERSHIP

**GOAL: To attract more members to leadership of the Guild, to seek new and varied leaders, and to create a model for transparency in communication between leadership and members**

- Continue to seek leaders who demonstrate responsibility, expertise, adaptability and who are aware that they will be the face of the Guild
- Explore bylaw and/or shop policy changes to define the number of years an individual may remain in an elected and/or appointed position, including officers, committee chairs, and shop department heads
- Evaluate and define methods and timelines for communicating information to membership regarding items on the agenda requiring a vote of the assembly in accordance with our prior notice policy
- Encourage members to ask in advance any questions they have about issues coming before the assembly in order to streamline general meetings
- Generate guidelines for efficient general meetings and board meetings
  - Consider setting definite beginning and ending times for meetings
  - Encourage officers and committee chairs to assess the length, content, frequency, and necessity of their reports
  - Urge members to be attentive and courteous during meetings
- Encourage a sense of cooperation and respect regarding the business before the assembly
- Assess tools for sharing information between incoming and outgoing officers and committee chairs

Entities impacted: The Board and the Shop Chairs, Committee Chairs, Nominating Committee, and Bylaws Committee

LEAD COMMITTEE CHAIR: President    LIAISON: President-Elect