

Long Range Planning Results 2018

Membership

Commitment

14 Strengths

- Commitment
- commitment
- commitment
- Commitment
- Commitment
- Commitment & Team Work
- Commitment of volunteers
- commitment to consignors
- Commitment to each other
- commitment to each other in the shop
- commitment to members
- Commitments
- high level of commitment
- Member commitment

3 Weaknesses

- lack of commitment among some members
- Taking the commitment to the shop and each other seriously
- Time commitment deters new members

2 Challenges

- Commitment
- Members don't think about committee time commitments

2 Opportunities

- Continued commitment of members
- Encourage members to be on time and meet their monthly commitment

Communication

2 Strengths

- Communication
- Communications

26 Weaknesses

- 12 teams=communication difficulties

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building too large affects communication

Communication

Communication

Communication

Communication

Communication breakdown

Communication is a challenge.

Communication re changes in shop but getting better

Communication to membership about what goes on in Board Meetings

Everyone needs occasional CE to stay on point with policy and procedures

If you're not on the Board, you are out of the loop when it comes to information about plans for the future. That's why I think keeping members informed is so important, especially when it comes time for voting on specific expenditures.

lack of communication

Lack of communication

Members need to read newsletters and other notices

Members not reading emails or attending meetings

Members staying updated on bylaws

Members who don't read notices

No way to see hours except when printed

Not transparent

Phone partner

read newsletters, emails, etc

Sometimes a breakdown in communication

There is an agenda by the board that membership is not aware of until meetings

too little use of members tab on our web site

Ways for members to have suggestions heard

8 Challenges

being attentive at general meetings

Communication

communication

Communications being understood

Finding a way to share communication so all can be informed

Including members when making decisions

lack of communication

Letting members know why decisions are made

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10 Opportunities

After these sessions we have the opportunity to share with all what was heard and his thoughts are prioritized

Communication between members

Improve communication by studying the needs of information and it's flow within committees, members, Day workers, etc.

Long range planning is a great opportunity to listen to our members.

Meetings like this

Members open to exchange of ideas

More communication between all the members

More sessions like this

Reach out to associate members

System for ideas to be shared

Concerns

49 Weaknesses

Age of members

Age/health of members

Aging membership

Aging of members

Attitude toward customers & consignors

Being brand new, I have not noticed any weaknesses. Maybe a teensy bit pettiness?

Cliques

complaining

Complaining

Complaining without offering help or suggestions

Difficult to know many in large organization

Everyone doesn't pitch in and work

Failure to accept democratic process

Groups forming

hard to know everyone in such a large group

Impatience

Impatient with customers

Judgmental members who are uninformed and complain rather than discussing with leaders

Lack of support for changes

lurkers,

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Members feeling left out

Members wanting to do the task at hand correctly & thinking they 'deserve' to do it 'their' own way

Members who sometimes forget to be kind & to make it fun

Negative conversations

Not enough listening

occasional lack of charity to other members

Pettiness

pettiness

Pettiness

Pettiness

positive attitude of members

respect/appreciation for board members

Rudeness

sensitivity to provisionals and new members

Socialization no work

some committee chairs & day managers unduly abrupt to negate suggestions

Some members are rude or condescending to others

Sore losers

Too much socialization

uncharitable

Unfriendliness to each other and customers

unfriendly

ungracious

unhelpful

Unkindness

wasted time by volunteers

Wasting time talking

We don't always remember to be kind

Work challenges for young working women

17 Challenges

accepting the rule of the majority

Age of members

aging membership

Aging of membership

aging of membership

Agreeing

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at meeting, members not on same page; too much arguing

Attitude adjustments

Do we reach out to all parishes to encourage membership

Encouraging members to do their jobs

Everyone needs to recognize that we are ALL volunteers.

Members who insist that events, procedures, facility remain the same because 'that's how it has always been done' or fear that money for the children will be used up

Members with differing dispositions and unwilling to accept others

Negativity of people

Turning judgment and negativity around

Women who are not willing to give their time and energy

Workers showing up

4 Opportunities

Don't be quick to judge

More kindness

Think before speaking

Walk in someone else's shoes

Dedication

16 Strengths

Committment

Dedicated

Dedicated and bright women from many walks of life that want to make a difference in children's lives

Dedicated members

Dedication

Dedication

dedication of members

dedication of members

Longevity

Longevity!

Loyalty

Taking pride in our work

Volunteer dedication

Volunteer dedication

Volunteering by members readily done

Work ethic

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6 Weaknesses

- Depend solely on volunteers
- Many come late leave early
- Members not coming once they have reached their hours
- Members who stop showing up for work day when hours requirement is met
- too many members trying to get hours in April
- treating time at the guild as social hour and not the huge business that it is

5 Challenges

- Dedicated members
- Keep the sight of the Guild goal, not our personal goal
- Lack of interest by some to become more involved
- Making guild a priority
- Weighing the importance of number of members versus dedication of members

4 Opportunities

- Doing our work well and correctly
- Strive always to be the model member
- To accept our responsibilities as a member
- willingness of members to overall pitch in and work hard

Diversity

4 Strengths

- diversity
- Diversity of products and members
- From so many walks of life
- Great age diversity

12 Weaknesses

- diversity
- I think our organization should be more representative of the cultural differences that make Houston a vital city. We don't have enough members from the diverse parishes in our Arch-Diocese.
- lack of diversity among the volunteers. Most volunteers are from upper middle class circumstances and are Caucasian.
- Lack of geographic diversity of members
- lack of tapping into full diversity
- More people of color
- More racial diversity
- Need more racial diversity

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Need more racial diversity in membership
need to be more inclusive of diversity
Not enough racial diversity
Wish greater diversity

5 Challenges

A more diverse membership
adding more diversity in our membership
diversity in membership
inclusiveness and diversity
More diverse membership

1 Opportunities

embrace members diversity

Family

162 Strengths

A strong sisterhood with determined women to achieve goals set by the guild.
All the members are caring and try to do their best for members and the children
Camaraderie
Camaraderie of members
Care for each other
Caring
Caring
caring
Caring
Caring for each other
Caring for others
Caring women
Catholic Women
Comfort by other members when someone is ill or dying
Common goals
Common goals
Common goals
Common religious background and beliefs
Community
community
Community
Community

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Comradarie of the sisterhood

comraderie

comraderie

comraderie

Comraderie among our members of cg

Comraderie and fellowship.

Continuous renewal of members

Dedicated members that love working here, a clean nice store, friendliness of staff, well displayed areas

Environment

exchanging recipes

Family

Feeling of family

Fellowship

Fellowship

Fellowship among members

Friendliness

Friendliness

friendly

Friendly

Friendly work environment

Friendly work environment

Friends

Friends ,our mission

Friendship

Friendship

Friendship

friendship

Friendship

Friendship

Friendship

friendship

Friendship

Friendship

Friendship

Friendship

friendship

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friendship

friendship

friendship - sharing -making a difference to others in the community-

Friendship among members

Friendship and comraderie with beautiful Catholic women

Friendship mission

Friendship of members

Friendships

Friendships

Friendships

Friendships

Friendships

Friendships made as volunteers

Fun

Fun activities for members

Gathering of women with purpose of helping

Great support for difficult times in our lives

Great support for difficult times in our lives

Guild sisters

Having fun within committees, workdays & every day we are together

Historical memory

Hugs

Hugs

Inclusiveness

It's members

Joyful place

Keeping in touch w/elderly/former members

Laughter

Like minded women

Love sisterhood

Love the sisterhood

making good friends

Many fun times have been generated from new friendships at the Guild

many wonderful members, workers, and customers

Meeting new people

member concern for other members

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Members

Members

members

Members

members

Members

Members share our love for each other

Membership

mutual support and care for each other

New friends

New friends

organization, sisterhood, charity, faith, dedicated volunteers who take their commitment seriously

Our members

our volunteers

Pitching in where needed

Provision of feeling of normalcy after Harvey

Relationships

Respect for members personal lives

Sharing the happy and the sad times

Sister

Sisterhood

Sisterhood

Sisterhood

sisterhood

Sisterhood

Sisterhood

sisterhood

sisterhood

Sisterhood

Sisterhood

Sisterhood

Sisterhood

Sisterhood

Sisterhood

sisterhood

sisterhood

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Sisterhood

Sisterhood

Sisterhood

Sisterhood

Sisterhood

sisterhood

Sisterhood

Sisterhood giving of ourselves to others

Sisterhood,

Sisterhood.

Social activities

Strong bond

Support

Support

Support

Support in hardships

Support of each other

Support of each other

Support of each other

Team work

Team work

Teamwork

Teamwork

teamwork, sisterhood

The care of each other

The sisterhood forged in and strengthened by our Catholic faith and the model of Our Lady.

The women who make up the membership

To work as a team

togetherness

volunteers - quality products

Welcoming of new members

Working with women that have similar values and beliefs

8 Weaknesses

Continuing to work on kindness to each other

Difficulty of connecting with those who do not work on your day

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Limiting provisional class so EVERY newcomer is well integrated into shop and community of sisters

Need more social to meet all members

need to show compassion to provisionals

Please, introducing yourself to any member you don't know, especially provisionals & repeat if necessary

To get better known of each other as a team

To have the same team together for certain time in order of know better between them

8 Challenges

Generate sense "we're all in this together"

How do we make everyone feel welcome

How to encourage people to make provisionals feel more welcome

inclusiveness

Keeping older members supported even when their abilities and strength are fading

Reducing unkindness toward other

Remembering we are not a corporation. Profits to help children are great but the membership has to have the right attitude

Sanctification of members

11 Opportunities

1 mentor for provisional

Assign mentors to each provisional

creating friendships among members

For sisterhood - someone to teach members other skills like flower arranging, poker, cooking

Have activities on Sundays for members only

Holding small events & inviting friends who may like to join or support the Guild e.g. Happy Hours, Lunches or Dinners

More chances for fun together

Perhaps for the sister-support, a private page on website to share needs, tips, "missing you" notes, etc. (without clogging email inboxes?)

small sharing groups for members (i.e. lunch bunch)

Strengthen the concept of sisterhood

Take more time to introduce the members that will work together at the same day on a specific area

Flexibility

11 Strengths

Ability and willingness to make changes to keep up with the times

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Adapting to new ideas
Adaption to changes
Flexibility
open minds
Open minds
Open to new ideas
open to suggestions
Willingness to adapt
Willingness to change
Willingness to new ideas

Gifts

93 Strengths

Acknowledge
Altruistic
Bank of knowledge
Choir
Collaboration with wonderful talented women
Community
Compassion
Compassion for members and customers
Compassionate
creative
Creativity
dedicated
Dedication
Dedication
Dedication of the members
Encouragement
enthusiasm
Experience of workers
Expertise
Expertise
fairness
Friendliness
Fun
Generosity

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Generosity

generous

generous members

high standards

Identification of talents within members

Impressive what women can accomplish

Integrity

It's opportunities to do other things besides sell - sewing, trips, artwork

knowledge of members

Learning all of the time from the other members in many ways

Learning from each other

Learning new skills

Lots of strong women

Member talents

members

Members

Members

Membership

Opportunities to shine

organization

organization

Organized

Organized

Organized

Our volunteers and their various talents.

Passionate

patient and kind

Planning

Positive influence

Positive outlook

Proactive

Problem solving

provisionals' new ideas

purposeful

quality of volunteers

Resonsibility

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Resourcefulness
Respect
Selflessness
sense of humor
sense of joy
Smart talented women
Smiles
So many talents
Strength of organization
Strong intelligent women
Talent
talents of members
team work
The Guild's reputation for excellence
The hard working women that support the Guild
The Team Work, and organization skills, and kindness to others.
thoughtfully organized
Tireless members
trustworthy
variety of knowledge
Very organized
volunteers
Wealth of expertise
welcoming
welcoming
Welcoming
Well oiled machine
Well organized
Well run organization
willingness to work
Women with many talents
work ethic
Years of experience

2 Challenges

bilingual members
matching member ability with assignment

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11 Opportunities

- Capitalize on talent
- Continued hard work of members
- engage talents from past occupations
- Have members work in their strength areas
- identify new member's strengths
- Poll members strengths, experiences, and areas of expertise, such as collectables.
- take advantage of talent we have in our members
- Talents of our members
- The range of knowledge of our members
- Tracking in our database past experiences and jobs before joining and expanding our base of talents
- When sponsoring a new person, make sure they will be a good fit

Gossip

9 Weaknesses

- Gossip
- Gossip
- gossip
- Gossip
- Gossip
- Gossiping
- non-adherence of mission statement when we gossip or criticize each other
- Vocal complaints without knowing facts
- Women working together. Rumors

2 Challenges

- Getting members to go to source to verify information before spreading falsely
- Putting an end to godsip

Gratitude

2 Weaknesses

- More ways needed to show appreciaion
- not being thanked

1 Challenges

- appreciation of leaders

1 Opportunities

- Member appreciation day

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Growth

2 Strengths

- Activities outside the shop - luncheons, etc.
- Variety of activities and committees available to members

3 Weaknesses

- growing membership
- Name tags who is who
- Tai chi class for members

5 Challenges

- Convincing members to do jobs they don't really like
- How do we engage grantees in our mission
- need focus groups
- To look around for actual necessities in the community and the shop
- Would love some sort of exercise class. Would help with heavy lifting!

10 Opportunities

- Growth
- guild gala
- happy hour, dinner, painting parties, meeting new members
- impromptu gatherings
- Italian festivals bring membership info. Other festivals too
- offer Sunday to members who wish to cull/clean/organize/ do office/admin work - more often than pricing Sundays - especially good for those who work full-time
- personal shoppers
- Provisional class is being given LOTS of opportunities to spend time together outside of shop. Would be good for members too.
- Take "strengths finders" test to see to what jobs we should be saying "yes" or "no"
- Team building events

Identity

13 Strengths

- being Catholic
- Bond of Catholic faith
- Bond of Catholic faith
- catholic
- Catholic
- Catholic bond

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Catholic community
Catholic faith
Catholic faith
Catholicism
meeting catholic woman from different parishes
our Catholic Faith
strong Catholic faith

1 Opportunities

internship for catholic girl schools

Inflexible

26 Weaknesses

abide by shop guidelines
Against change
Change challenged
Close mindedness
Divas in some departments
Hesitation from some to listen to others
Inability to change
Lack of flexibility
lack of flexibility
Lack of flexibility to work in different areas of shop
Many strong willed people with their own opinions
Member refusal to work in areas they don't like
Members not accepting change
not having a volunteer as Shop Manager
Openness to change
People unwilling to be openminded to change
Reluctant to change
Resistance to change
Resisting changes
Rigid thinking
Some are set in their ways.
Some don't accept suggestions or instruction in shop policies
Some members stuck in ruts and don't welcome change
Unwillingness to adapt to change
Unwillingness to be flexible

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unwillingness/inability to make change

18 Challenges

Always disagreeing with policies

Being set in our ways

Change being hard for some

Closed mindedness

Fighting change

Getting members to reach a reasonable consensus

having some members recognize the need for change

Inflexibility

Inflexibility

Members being more flexible with duties

Members not accepting change

Members willing to try something new

Not open to new ideas

Openness to change

People who don't like change

Refusal to accept change

Refusal to listen to other's opinions

Resistance to new things

1 Opportunities

Be more flexible in job duties

Involvement

1 Weaknesses

Work on committee not just be a member.

Leaders

1 Strengths

Dedicated leadership

Mission

100 Strengths

A love for God

A mission statement we live by

A place for everyone! So many jobs to fill

Acceptance

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Amount of \$given to charities
Beautiful charitable cause
Call to service
Charitable
Charitable contributions
charitable giving
Charitable works
Charitable works
Charity
Children benefit greatly
clear purpose: childrens' charities
Committed to a mission
Common goal
Common goals for children's charities
common goals the betterment of our community
Common mission
Common mission
Community. Leadership leading members to common Charity Guild goals.
Compassion
compassion
compassion
Concern for all children of Houston
contributing to the community
Contribution to our greater community
Corporal works of tiny mercies
Feeling of purpose
following our mission
Generosity in action
Generosity of members
Giving
Giving
Giving of oneself
goals for charity
Grant funding
Help for the children of Houston
helpful

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Helpful

helpfulness of members

Helping children

helping children in need

helping children's charities

Helping disadvantage

Helping needy children

Helping needy children of Houston

helping others

helps community

Income for those in need

intentional organization

Keeping the vision strong monetary for the children

kindness to each other first

large sums of money to help children

Living the gospel

Love

Many women working hard to help children in need of assistance that are affected by poverty, low social economic circumstances or family needs

Mass

Meaningful work

Members working for same goal

Mission

Mission driven

mission to kids

Non-profit serving children of Houston

Number of children's organizations that benefit from the Guild

Opportunity to serve

Outreach to great number of charities to meet needs

Part 1 of mission statement

providing a meaningful work in a beautiful place

providing support to children in need

Purpose of organization, building; reputation in community, leadership

resource for underserved

Respect

respect and concern for each member

respect of each other

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respectful
respectful
rewarding service
Sanctification of each other
serves a need
Service
Service
Service to community
Serving our fellow humans
Sharing
Sharing faith together-giving back
support of children
Supporting children
The awareness of God in our lives
The common goal for good
The donations to charity! All about the kids!
The fact that it allows the members to feel that our work is really something which helps the community at large.
Volunteering our time towards reaching our goal to support charities
WE love God
We work hard together to raise money to help children in need
willing to help where necessary
willingness to work as a team to benefit children
Women working together with grace
Work toward goal that benefits community

8 Weaknesses

Always treating each other with the same kindness and compassion we treat our customers
helping each other's depts.
Lack of respect for other's materials and goods in storage areas
maybe too much emphasis on being a business
Need a community assessment among granted to find out about more needs
Sometimes members forget what the goals of the guild are
We have lost the charity
Willingness to help in any area of shop

27 Challenges

Deciding what charities to support

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Encouraging kindness to all
Field trips to recipient sites
Getting members to understand mission
Getting the money to the neediest
Getting together to promote works of mercy
Greater sanctification thru retreats, etc
Increased number of grant requests with limited funds
Increasing needs of the poor
Keeping in mind our double mission - help kids and grow together spiritually (or something like that) - maybe need reminders from time to time?
long-time members sometimes aren't welcoming to new workers in their area
Move toward giving a greater percentage of profits to children
never enough money to meet needs of children
New ways to raise addtl money for grants
New ways to raise funds
Overwhelming need of children in our area
Raising more money for children
remembering and living out our daily missions-charity among members
remembering our mission begins with sanctification of members
respectful treatment toward others
Selecting grant recipients as children's needs in the Houston community continue to grow at alarming rates.
Staying true to mission
Target more community agencies
To never decrease funds for children's charities
Understanding our goals
we need to monitor provisional progress and offer help
Willingness to contribute

18 Opportunities

2-week summer camp for San Jose children
Additional fund raising methods
As part of our mission we should help the children and the homeless in our neighborhood.
Bless others with kind words and smiles
expand grant recipients
Expand the number of grant recipients
Fundraising campaign to members

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Increase in need

Increased need for grants

live the works of mercy to customers as well as members

Make more money for children's charities

organize visits to schools or shelters to be with the children directly

Partner in community with grantees

Promote sanctification of members as first part of our mission

Read and understand our mission (it's multifaceted).

remember why we are in the Guild and ask for patience and charity from Our Lady

Serving children in need

to serve people

Openness

2 Challenges

Encouragement of new ideas

Willingness to try something new

Outreach

13 Strengths

Community Resource

Community Support

community support

Enjoying making shoppers happy

good PR

Light in Community

Looking outside ourselves

Meet ladies from all over Houston

Outreach

Outreach

outreach to community

Positive influence on community

We are becoming more inclusive

7 Weaknesses

lack of follow-up on members who quit

Members feeling connected to workers on other days

Membership out reach

More potlucks

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Need more of an opportunity for new members to meet some of the "oldies"
not enough involvement with San Jose Clinic by members
Occasional failure to consider the feelings/comfort of consignors.

4 Challenges

Having classes like zumba or arobics clases for members upstairs
How do we engage granted in our mission
increasing children's needs in our area
Making sure we are courteous to every customer--even the difficult ones

9 Opportunities

Allow women of other Christian faiths to join our membership.
Better understand neighborhood and community
Community outreach
community outreach
Create a group of members to do outreach to raise awareness in local parishes.
(ministry fairs, dioceses events, schools, etc)
Encourage parish women's clubs to organize group to come to shop
identify additional catholic charities or women's shelters to donate unused items
Networking with other Women's groups
Revisit our program with Cristo Rey students

Parish

1 Opportunities

meet the women at church settings

Perks

1 Strengths

Rewards

Recruits

5 Strengths

Always encouraging others to join
New members added to rolls ever year
new provisionals
of members
Size of membership

15 Weaknesses

Lack of appeal to younger ages

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lack of younger women
Need for younger members
need more volunteers
Need parish outreach to attract younger members
Need to attract more members
Need to attract more members
Need younger members
need younger people
of members
Recruit members from more parishes
recruiting
recruitment
Young prof group ages 25-40
Younger members

45 Challenges

Appealing to a younger demographic
Attracting members
Attracting members
Attracting new vibrant members
attracting provisionals
Bring in younger workers and members who want to work on Friday & Saturday
Diminishing membership
Future members
Getting new members
Getting young members
Having enough new members to keep the shop going with volunteers only
How can we recruit younger members?
How to encourage younger women to join
How to get more working women to join
Increase membership
Increasing membership
Increasing membership
Increasing membership
Increasing the younger membership
increasing younger members
Keeping the organization vital thru recruitment of new members

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Member should be very honest about time requirements (shop/meetings/trips) when joining the Guild. Could move toward fewer dropouts

membership numbers

Need for younger members to carry on the tradition and work as we all age

New recruits

Not enough members

number of future members

Reach out to parishes to have tours, recruit members.

Reaching out to get more members especially the next generation

Recruit younger members

recruiting enough new members each year

recruiting new members

Recruiting new members

Recruiting new members

Recruiting new members

Recruiting new members

Recruiting new members

recruiting new young members and staying current. It seems that some areas of the shop have been under the direction of the same person for a long time and, while we greatly appreciate those people and all they have done, it's not always a bad idea to

recruiting younger members

recruiting younger members

recruitment

recruitment

recruitment of new members

Should encourage younger volunteers, which might require modifying the provisional requirements.

Visibility in the community. Getting younger women to join.

30 Opportunities

Adding new members

Continue to recruit new members

Continue to recruit new members

Creating membership levels to accommodate younger working women

Encourage members to sponsor new people

Encouraging more women to join our fabulous community!

expand membership

Expand membership to younger demographic

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Getting younger women
Increase membership
Increasing membership
Members have younger daughters to engage early as member
Members recruiting
More and younger members
New members
New members and fresh ideas
New provisional class every 6 months
Offer hours to members to recruit
Reach out to parishes for members/customers
recruitment of members
Recruit more and young members
Recruit new members from all across the Archdiocese rather than just bring in friends, which ends up coming across as "exclusive".
Recruiting thru parish altar guilds/women's organizations
Recruiting younger members
Recruitment of members
seek new members
Sponsor more members
Younger members
Younger members
Younger members

Rising to Call

1 Strengths

Learn new skills

3 Weaknesses

Members not following rules when consigning

members not taking leadership rolls

not taking leadership roles

5 Challenges

Change with our growth

Getting more different women in our leadership roles

Not enough take leadership roles

Reluctance of Membership to accept position offices

Willingness to fill in in unfamiliar areas

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Security/Safety

1 Challenges

I am always surprised when a new idea is presented at a general meeting that there always seems to be immediate negative responses. For example, the parking garage was well researched and presented by committee members and it failed to pass. And

Socialization

1 Weaknesses

Some volunteers socialize more than work as expected

3 Opportunities

Celebrating holidays together

Doing after hours things together

Parties with co-workers

Succession

1 Challenges

Support for those replacing you

Tenure

2 Challenges

Age of our members

Retaining members

Territorial

7 Weaknesses

can be impatient, frustrated and territorial with others

guild belongs to all but some try to "own" certain functions

members being protective of their "turf"

Some members think that the area they work in is their own "fiefdom" and are antagonistic to other members if they feel like someone is trying to help them.

Some members think they are in charge

Some people are possessive of their area

Territorial. People afraid to make changes

2 Challenges

Members being territorial regarding jobs

Territorial mindset

Training

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9 Weaknesses

- Computer training for some members
- Consistency in provisional training
- Cross training of duties lacking
- Five year plus members need training in other areas of shop.
- Lack of Provisional mentoring
- More computer training for members
- More direction for training new members
- more training in area of service during provisional year (at the end)
- Provisional training does not include all departments

1 Challenges

- Training members to work in multiple areas

2 Opportunities

- Computer training in different areas for members
- Re training members

Violations

19 Weaknesses

- Abuse of consigning by some members
- Cheating by not following policy when a member wants to purchase an item and has a buddy price it for her or actually prices it herself.
- "Entitled" members
- Members abusing the system
- members as grant sponsors don't educate themselves as to their responsibilities
- Members consigning and not following the rules. Others having to redo for them.
- Members ignore consignment rules
- Members judging policies as "stupid" and therefore not following them
- Members not following shop policies
- Members that consign their own clothes and don't hang them on the appropriate hangers, bring dirty clothes and things that are so old no one would pay even \$8 for them.
- members who do not come on assigned days
- members who do not follow the rules in the pink book
- Members who don't follow guidelines
- Members, even board members, refusing to follow bylaws
- not following bylaws
- Not following guidelines which hurt guild and members

Long Range Planning Results 2018

Remembering rules apply to everyone of us

Rudeness to provisional members

Some members believe rules aren't made for them

6 Challenges

Getting adherence to policies and procedures

Member bringing in consignments Anyday of the week

Members compliance with guidelines

Members need to follow the consigning rules

Members not following rules

Members working on their day

Working

14 Strengths

All working for the same goal...kids of Houston!

Catholic woman working together for the good of children

hard working

hard-working

Working for children

Working for common goals

Working for one cause

Working for others

Working for the children as well as the Shop

working in a well-run organization

Working together

Working together

Working together for a greater goal

Working together toward common goal

2 Weaknesses

Pink aprons not finding a substitute to work in their absence!

working together

1 Challenges

too much visiting

2 Opportunities

Working together toward those goals

working with Provisionals

Long Range Planning Results 2018

Shop

1 Strengths

capital

1 Weaknesses

Not consignor friendly

Advertising

1 Challenges

Is signage possible on Westheimer

Balance

1 Weaknesses

money sometimes more important than people

1 Challenges

business model

Branding

1 Challenges

We need to think more as a consignment shop not a thrift shop.

Celebrate

1 Strengths

Amount of funds raised by shop

1 Opportunities

Work day celebrations. Surprise taco salad day

Change Frequency

1 Weaknesses

changing consignment schedules and number of items too often

Communication

2 Weaknesses

Don't know when shop door will be opened.

Improve synchronization of directives & rules (tends to change daily)

Long Range Planning Results 2018

Concerns

1 Challenges

More women in careers so less time for volunteers

Consigning

6 Strengths

consigners

consigners

Consignors

Dedicated consignors

Income source for consignors

Supportive consignors

6 Weaknesses

Add consign or appts during the week not just Saturday

consigners have to wait in the heat

Cumbersome way to consign

Need more focus on acceptable consignment quality

Saturday appointment problems

The way some consignors are treated!

5 Challenges

Better consigners

Better consignments

consignor pricing

Volume of consignors

Willingness of consignors to stand in line

4 Opportunities

Be more user friendly to consignors and neighbors

Better liaison with valued consigners

create desire to consign with us

develop new relationship with consigners

Customers

10 Strengths

Customers

customers

Customers keep returning because they recognize our cause

Long Range Planning Results 2018

Customers love
good attitude with customers
good reputation among shoppers
happy customers
People who come to shop for others
Regular returning customers
shoppers

5 Challenges

Appealing to young shoppers
Customers
Customers
Outside perception of customers to us
Poll clients-are we meeting their needs

3 Opportunities

Customer appreciation day
Customer appreciation days
sell light lunch to shop customers

Dedication

2 Weaknesses

Distraction cutting into progress
Members who sign up for a day but do not work on that day

Employees

3 Strengths

Darrell!
Dedicated employees/contractor workers
our employees

Errors

2 Weaknesses

Mismarked items
Wrong tags on items

Estates

1 Strengths

estates

Long Range Planning Results 2018

1 Weaknesses

Unable to handle large estates

1 Challenges

Expanding estate consigning

4 Opportunities

Estate sales onsite of estate

Estates

Hold estate sales in homes

Off site estate sales

Furniture

1 Weaknesses

All furniture should be sold in the furniture department by a dedicated furniture cashier.

1 Challenges

Taking more furniture

1 Opportunities

truck to pick up furniture

Goods

9 Strengths

Affordable merchandise for shoppers on limited budget

Merchandise

merchandise

Products to sell

quality merchandise

Quality of goods

Quality of items

Quality of items

Quality of merchandise

1 Weaknesses

Sheer quantity of inventory

4 Challenges

Getting quality merchandise

Keeping the quality of the merchandise high so that we don't become just another resale shop.

Quality of goods we accept for consignment set the tone for our shop and if they're poor quality or priced incorrectly, we lose money for our Children's Charities.

Long Range Planning Results 2018

Quality of merchandise consigned

3 Opportunities

Additional sources of merchandise

Grow the inventory

More merchandise to make more for children's charities

Growth

1 Opportunities

Extended hours once a week, offering double hours to those members willing to stay longer. It's very difficult for our working shoppers to get to the Guild between 10 a.m. and 3 p.m.

Hours

1 Weaknesses

Need to respect not working on Sunday

2 Challenges

Not enough time

Time

13 Opportunities

1 evening extended hours

Evening hours

Extend hours on meeting days

Extended hours for days we are closed

Extended hours on Saturday and separate into two different shifts for members (9-2 & 12-5)

Extending shop hours by one hour either opening at 9am or closing at 4pm

Extending shop hours to avoid evening traffic

In the beginning, our hours were from 10 a.m. until 2 p.m. We have to adapt to changes in our community.

Maybe have later hours one day a week

More double after-hour opportunities with maybe a 'let's go out for dinner' afterwards plan.

On meeting days open 12-4 or 5 pm

Staying open later on Friday and Saturday.

When double hours are offered during the week. Please allow workers to stay past 6:00. That puts us out in terrible traffic. Not worth the hours.

Ideas

Long Range Planning Results 2018

7 Weaknesses

Better way to move boxes Lyon heavy
Dressing room needs 2 hooks, one on each side.
Keurig machine needed downstairs
Lack of an overall "sale"
markdowns sent to SVDP too soon - 100% of sale would go to shop
Need to improve sub-list
some process outdated and could be streamlined like things entered in system AND requiring paperwork

13 Challenges

Accept more heavier items like sports equipment
Amazon
CG gift cards
compete with cheaper/online shopping
competing with online shopping
Competition from neighborhood exchanges, online shopping and other consignment shops
Ebay
Effect of online shopping
keeping up with the times regarding sales
Loss of sales to Internet
need to increase presence of our faith in the shop - selling more religious articles
off site sales
streamlining our processes to use less paper

19 Opportunities

A "dollar days" to unload items
Alternative style sales sidewalk sales
Collaborations with local retailers for overstocked items
Collect shoppers email addresses. Build a database
Encouraging Day Managers to know more about their jobs.
get or rent a truck and pick up items that have been offered for free, i.e., in West University info exchange or from garage sale or estate items and have someone preview to ensure worth and salability and not junk
Grab bags for s low price
Invite homeless children to shop with adults
Offer Senior discount days
Once or twice a year sale

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personal shoppers

Personal shopping

pick up service/delivery service

possibly offer a pickup and delivery service

see the results of what we accomplish - like how many pieces of clothing

Sell unsold items on ebay to get \$\$\$ from them (like sweaters)

Summer internships

Track sales up those products that sell well

track what is selling and what is not

Improvement

1 Weaknesses

Better lighting in apparel receiving

Inconsistency

1 Challenges

Inconsistency

Inflexible

1 Weaknesses

Divas in some departments

Jewelry

3 Weaknesses

jewelry fantastic but better display

jewelry rounders are too jammed

markdowns in jewelry need more visibility

1 Opportunities

jewelry

Lady Fingers

2 Challenges

How to get more space for Lady Fingers

Water solution in Lady Fingers room

2 Opportunities

market ladyfingers

sell Lady Fingers creations outside of our shop

Long Range Planning Results 2018

Location

5 Strengths

Good location of shop
Its location
location
location is good
location of shop

2 Weaknesses

Location
Location no way to grow building

4 Challenges

Hold more "open houses" to groups to increase awareness of our location
location
location of shop in regard to surrounding poverty and homeless
Space of location.

1 Opportunities

Good location

Online Sales

1 Challenges

Effect of online shopping

Organization

9 Strengths

Good organization
infrastructure of the shop
Organization of shop
Organizational success within the shop
organized
Organized
shop's organization
strong Day Chairs
Very organized

2 Weaknesses

ability to display all merchandise
better display of merchandise

Long Range Planning Results 2018

1 Challenges

display of merchandise

3 Opportunities

Keeping the Shop updated - maybe re-position stations in store to make it new again

Pop up shops with in the store

Space planner help in shop organization

Outreach

4 Opportunities

Allow 'kids/grandkids' to work here for service hours.

Provide service hours for Catholic High Schools students

Special events for customers not just members

Try to connect with collector organizations to come see what

Perks

1 Opportunities

Offer lunch to Friday and Saturday workers

Pricing

23 Weaknesses

Backlog of items. Not enough pricers!

High prices

in the shop- pricing backlog

Inconsistency in pricing & procedures

incorrect pricing on items

Items priced inappropriate

Lack of pricers

Looking up categories in Household pricing is time consuming and would be more efficient if it were simplified.

minimum prices are too high in some areas....picture frames for example.

not consistent with pricing rules

Not enough pricers

Not enough pricing ladies

Prices are too high especially for boutique

Prices are too low.

Pricing differentiation

Pricing guidelines may need updating.

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Pricing guidelines would be helpful. some items are underpriced.

Pricing inconsistencies

Rethink pricing process to speed up time from consignment to shop floor

Shop pricing consistency and knowledge of pricers

shop pricing consistency and knowledge of some pricers

Some items are overpriced and some are underpriced

under pricing

17 Challenges

Appropriate pricing

Backlog of inventory to be priced

Consistency across the workdays in regards to pricing, consigning, and how we treat others.

getting items priced & on the floor

Lack of workers to hang newly priced items

More pricers

More pricing Sundays

More pricing Sundays

Overpricing

overpricing some items

Prices if you make a mistake 'fess up and correct it. I am a pricer & I make mistakes too

Pricing issues

Pricing issues

Pricing properly

Study data to determine if pricing needs to be updated.

Train more volunteers to price items

Uniformity in all departments as we grow. i.e.; pricing, etc.

2 Opportunities

Knowledgeable pricers

Nothing priced so low that final price is 13 cents

Processes

1 Strengths

the development of processes from experience

21 Weaknesses

Behind on pricing but being asked to cull or watch dressingroom

Consistency in day to day operations

Continuity in shop from day to day

Long Range Planning Results 2018

Day to day consistency of operations

Different procedures in different shop areas

faster way to get merchandise on to floor

Frequently changing procedures

Get clothes on the floor faster

Getting items on floor more timely

I work in apparel and feel it is unfair to have consignment sit for sometimes weeks before they are out of the floor to be sold. Sometimes we are already starting the next season.

inconsistency day to day procedures

inconsistent information on procedures

keeping up with all the pricing/culling/rotation of merchandise

Lack of continuity on all days

Policies not consistent

Procedures are not always clear

Processes in some departments need revamping

speed of merchandise to floor

System for getting items on floor more prompt

Time it takes to get merchandise on floor

time it takes to get merchandise on floor

8 Challenges

Backlog of inventory

calling pricers down to the dressing room halts progress for the store - ridiculous

Changing way people are buying

Getting products out in timely manner

length of time between consignment and check

Policy changes are difficult to implement in a timely manner.

Retail sales changing

Takes a long time to get consigned items to shop floor

2 Opportunities

Easier way to cull

Get the merchandise to the floor sooner

Purpose

1 Opportunities

increase revenue

Long Range Planning Results 2018

Quality

1 Strengths

Quality merchandise

Receiving

7 Weaknesses

Apparel Receiving is not always consistent

filtering merchandise

Inconsistent receiving

Need more culling in apparel receiving

Often we accept items that have too little value . We have gotten so much better at this but room for improvement. Especially jewelry. Make our consigners aware and that we appreciate them.

receiving takes everything

Way we receive

2 Challenges

Consistency of quality in items accepted by receivers

Difficulty of receivers to refuse items

Security/Safety

19 Weaknesses

Ability to stop theft

cashier area security and organization

lack of security

lack of security

Need safety classes

Possible switch of cash registers and customer service for security purposes

Protection of volunteers

Safety

Safety as we grow

security

Security

security

security

security at cash registers

security cash register location

Security issues outside

Long Range Planning Results 2018

security of clients and volunteers

Security vulnerability

Slow theft & dishonesty

16 Challenges

Establishing a protocol for member safety

homeless people needing help but not being a threat

keeping safe, but are we charitable to the homeless?

more help in furniture and security

safety

safety and security while working in shop

security

Security

Security

Security

Security

Security

Security

Security around existing property

Security concerns

security/safety

2 Opportunities

I worked in home estate sales it is very lucrative but does require on site security

maybe hire more full-time staff for furniture and security

Shop

23 Strengths

Beautiful shop

clean shop

cleaness organization of shop

cleanliness

cleanliness

Good cashflow

How well Shop is organized and clean

lovely kitchen to share with others

Multiple ways for local community to make extra money

No debt

Reputation

Long Range Planning Results 2018

run like a business
shop
Shop
Shop set up
Solid operations of shop
the shopping hunt
time-sensitive
Value of shop real estate
Well known shop
Well run business
well-organized store with many quality items
well-run

4 Weaknesses

Brick and mortar store
Hangers
music in shop too loud
Our presence and what our shop has to offer

3 Challenges

Competition from other resale shops
Overall economy impact
Quality merchandise

Space

2 Weaknesses

merchandise too crowded
Size limitations Turning away items for lack of room

1 Challenges

need more space to help more children

Subs

1 Challenges

Substitution procedures

Territorial

1 Weaknesses

Thinking your dept. is most important

Long Range Planning Results 2018

1 Challenges

working with people that see their assignment as their territory

Theft

4 Weaknesses

Shoplifting
Shoplifting
shoplifting
theft

2 Challenges

Store theft
Theft

Training

7 Weaknesses

Cross training in multiple area
Cross training vital
Inconsistency in procedures
need refresher classes time to time
Need to retrain Shop volunteers periodically
only allowed to train once a year
training in all areas of shop

3 Challenges

learning new procedures as provisional
Making sure each provisional is trained and retrained for each job, e.g. hanging clothes
Not being trained in all areas

3 Opportunities

Better training for volunteers
offer additional training
Ongoing cross trained

Versatility

1 Challenges

Members should be required to work (or be assigned) in different areas at least once a year so that they don't stagnate in a particular job and don't take such peevish ownership in their area.

Violations

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6 Weaknesses

Intake workers should be more careful and willing to tell consignors that clothes are dated, dirty, from discount stores that sell "throw-away". When the clothes get upstairs, the problems are still there and women in the Boutique/Pricers are doing the dirty work
Items accepted that under value
Not following policy by member consignors
Tags putting holes in garments
Too much tape
use of phones while working/checking out

1 Challenges

tagging incorrectly

Volunteers

5 Strengths

awareness of needs
Friendliness to our customers and cosigners
Great staff
store managers who are accessible
Treating all customers with kindness and compassion

22 Weaknesses

12 different styles
areas understaffed
Certain positions not open for work
Depend on volunteers
Dressing Room duty not rotated among all
impatience with customers
meeting the challenges of shoppers while still being friendly
Members not showing up to work
Need more volunteers on certain days
Not all days equally covered
Not enough workers on each day
outdated pink aprons
people not attending their workday or letting day chairs know
Receivers not taking non salables
Rotate jobs in the shop
Saturday workers are too few
Saturdays

Long Range Planning Results 2018

slow cashiers

Some days very short workers

Some members come to work only in their area & never help with culling & other non-fun duties. Members come early & have a social hour while work needs to be done.

Some members are not as kind to other members as might be expected. Need for Understaffed

workers not fulfilling commitment

11 Challenges

Adequate Coverage in all areas each day

Creative manpower

culling, many don't when they are assigned

Departments need fresh leadership

Moving merchandise

Reviewing the handbook for updates

staffing the shop adequately

Staffing will need to expand

Time management of each individual

we are all volunteers, but we are running a business and it must run efficiently to be able to donate money.

We work for the shop maintenance as well as the children

3 Opportunities

double hours on any extra day a member works

Keep consignors / customers happy

Treat consignors and shoppers with kindness and respect

Waste

2 Challenges

Going totally paperless

Too much money spent on invitations and mailings

Working

15 Weaknesses

Commitment to work day obligation

Different rules on different days

Discrepancy in number of members assigned to work days

Lack of sufficient workers on certain days

Learning all areas, not being tied to one area

Members not realizing it is a business and we count on them to work

Long Range Planning Results 2018

Members not showing up for work and others having to cover for them

Members who aren't serious about their work day

Need more members to work on Fridays

Not all departments equally covered

Not showing up on assigned days

responsibility for your day

Volunteer base no carrot to come to workday

Volunteers not working on assigned day

work on work days signed up for

6 Challenges

Covering the shop when too few workers are present

faster service

Getting members to arrive BY 9:00am and jump into the job of culling household and apparel

Having enough members to work on daily basis

How to encourage members to work on Fridays

Keeping the shop fresh and attractive.

2 Opportunities

more double hours for full day (not partial)

When provisionals join, offer the days that need workers. That's how it was in 1983

Long Range Planning Results 2018

Facilities

Growth

6 Weaknesses

- Better area needed for furniture intake such as loading dock
- Land lock
- Land lock
- land lock
- Land lock
- no physical way to grow

9 Challenges

- buy another lot
- Financing needed addition to shop
- future physical growth of building
- Land lock
- land lock
- Land lock building
- Land locked
- Physical growth
- price of empty lot of Graustark and Westheimer for our use

13 Opportunities

- Bite the bullet-Borrow the money and buy Doc's (e.g.) for parking. The banks love to lend money. We pay it back quickly
- buy land around CG
- buy land around us
- Capital Improvements Committee openness to improve the building to meet present and future needs
- land for growth
- loading dock
- Loading dock
- Off site to take consigners items
- Possibly satellite site farther out
- Purchase more land for future use
- Purchase more neighboring property
- Realistic examination of options for expansion
- Study ways to expand.

Long Range Planning Results 2018

Maintenance

13 Strengths

- Attractiveness of shop
- beautiful building
- Beautiful kitchen
- Cleaness of the Shop
- Cleanliness of shop
- good looking building
- Modern facility
- our building
- owning our property
- physical facility
- Pleasant surroundings to work in
- Shop orderly
- well-kept shop

4 Weaknesses

- Better lighting in apparel receiving
- Inconsistent lighting in receiving, pricing and display areas
- lighting in receiving
- Members need to keep the kitchen supplies filled

1 Challenges

- Building upkeep

Parking

6 Weaknesses

- inadequate parking
- lack of parking space
- Parking
- parking
- Parking
- Parking

14 Challenges

- ability to grow with space and parking restrictions
- How to get more parking for members
- inadequate parking
- Increasing our parking space

Long Range Planning Results 2018

Parking
Parking
parking
Parking
Parking
Parking
parking for customers and members
Parking for events
safety issues, such as the parking lot
Shop and parking space

6 Opportunities

acquire more parking so could expand building
buy a lot for parking so we can expand building on current lot
buy the lot across street for parking
CG bus to get members to shop
have adequate parking space
Look into buying additional land for parking, etc.

Security/Safety

1 Weaknesses

Homeless on property

2 Challenges

Perhaps the homeless increasing in our area
security fencing

Space

2 Strengths

Physical shop size
size of shop

26 Weaknesses

Best utilization of space
configuration of current space
Crammed attic rooms
Dangerous and poorly lit storage spaces
lack of space
lack of space
Lack of space

Long Range Planning Results 2018

lack of space in pricing areas

Limited space

more space - adding another floor

more space for furniture

need more space

no room to grow

Not enough adequate space

not enough room for showing items

Outgrowing space

Outgrowing space

Space

Space

Space for products

Space for storage

Space is a challenge

space to adequately display objects

Space to grow.

Storage

use of available space

27 Challenges

adding merchandise display space

balance growth with space available

Balancing consignments&donations with space available

Expansion is at limit

Expansion or reorganization of space

Insufficient space

lack of floor space in areas such as furniture

lack of space

lack of space on floor for clothes

Lack of space to work for some areas

More space

More space

Organization and display of items

physical space

Resistance to change. Not seeing the big picture. Not enough space to keep growing.

Shop configuration could be maximized

Long Range Planning Results 2018

Space

Space

Space

Space

Space for estates

Space for merchandise

Space for merchandise

Space limited in current shop

space organization

use of space

Where to store items before they are priced

9 Opportunities

Acquire space

Get more "big ticket" items such as furniture, estates, art, etc. lack of space? At some point we have to address the physical space of the building.

Increase our space for furniture

jewelry such a moneymaker modernize space

Open shop for special events - rent space -

Provide more space so that items can be seen...

re evaluate the space

redesign

space

Long Range Planning Results 2018

Publicity

Advertising

1 Strengths

Sharing our message with customers

8 Weaknesses

lack of advertising

lack of advertising

Lack of publicity

More innovative marketing ideas

Need more publicity

Not as well known as it should be to the public

Not well known enough in the Houston community

Public presence is minimal

22 Challenges

Advertisement

advertising

advertising

Advertising the Guild more

Better publicity

Getting the public to be more aware of CH

How to promote what we do for the children and how much we give away! So many in Houston do not understand our reason for being!

Keep growing, let more people know about Charity Guild

Making the Guild more publicly known

Marketing

Marketing innovations

More advertising

More public exposure

Not enough public exposure

Publicity

Publicity for items in the shop. Getting the word out to collectors.

Publicity. Increasing our presence in the community at large.

publicized a lot more our children's grant awards

Publicizing both CG & the shop

Publicizing services to potential consigners

Long Range Planning Results 2018

Shop and mission awareness with general public
we should not be the best kept secret in Houston

44 Opportunities

ad at other churches, Methodist, etc.
Ads on college campus dorms, student centers, etc
Advertise more
Advertise with colleges local and provide boxes for end of year donations
Advertising
advertising
Advertising
Advertising in Next Door
Articles in Catholic Herald highlighting Guild activity
Better advertising
Check out instagram for advertising
Educate community more about shop and our mission
Get free articles in local community papers
Get our message out through more advertising
Getting our name out further into the Houston Community
Increase awareness
Large Diocese to increase awareness of shop
make customers aware of our charitable giving - don't notice banner
Make our mission more known
Marketing the shop
marketing using the internet
More advertising
More PR about the shop
More publicity
More shop advertising
PR about our mission, the store and organizations that we help
Publicity
Publicity
Publicity
publicity - word of mouth
Publicity Publicity!
Publicize
Publicize existence of shop online, TV, flyers

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Publicize more in community and state

Publicize our accomplishments

share our mission with friends

specific intentional advertising

Spread the positive word about our products to friends and family even by sending pictures of items

take an ad in the diocesan directory

Talking up the Guild to all

Target audience - consigners

Target audience shoppers

Target audience- shoppers

Use Next Door

Branding

1 Weaknesses

branding Guild vs. Charity Guild

2 Challenges

Always confused with the Guild Shop

distinguish ourselves from Guild shop

Clarification

1 Opportunities

Stress in our marketing that we are VOLUNTEERS. Amazing how many customers don't know.

Ideas

4 Opportunities

A style show that goes to parishes to show "What you can buy in our shop"

Develop reach out teams to speak to groups about cg

Just talking about our organization more be our own advertisers.

Spread the word in the community. Talk it up!

Media

1 Challenges

More media exposure

8 Opportunities

Asking for tv or newspaper coverage

Deborah Duncan

Long Range Planning Results 2018

Fashion show on local tv
find Catholic media person to cover grants event
Houston Life tv show
Reach out to parishes
Recruit celebrities to make appearances
use local media for more shop visibility

Outreach

2 Weaknesses

Publicity of policies to general public
We should involve the community sometimes in our events to create awareness.

16 Opportunities

Advertisement ,yearly dedication in the Houston chronicle and other publications to make the public aware.
City of Houston senior trips
Community center bus tour
develop email list of special interest groups for marketing
Encourage groups from senior homes to visit shop
Encourage groups to come for shopping days.
Engage all catholic schools in our mission
Having groups come tour the shop at the Guild
Houston runs free bus tours-explore how to get on list of places
Invite parish women's organization to visit
Mailing list of frequent shoppers informing them of sales, new merchandise, etc.
Members going to parishes before mass ends give a plug about carity guild
Precinct bus tour
Suggest shopping excursion to women groupreach
Use customer emails to advertise new merchandise
utilizing grant recipients as referrals for more customers

Parish

1 Weaknesses

Not enough marketing inside of our local parishes, catholic schools, and diocese in general.

3 Challenges

Get our name out into outlying areas. Maybe through Parish bulletins?? I wasn't even aware of the CG until I stumbled upon it.

Long Range Planning Results 2018

many Catholics do not know about us - need more publicity

Outreach to broader community of parishes

25 Opportunities

Ad in parish bulletins

Ads in church bulletins

Ads in parish bulletins

advertise in all church bulletins

Advertise in all church bulletins

Advertise in church bulletins, etc.

advertise in parish bulletins

Advertising more in the churches, at ACTS retreats, etc

Advertising our shop in church bulletins, articles showing where our grants are going, talking to women's clubs, garden clubs, sorority groups, jr. league

Connect with Media person @ parish, give short blurb and ask them if "when they have room" drop our info in.

Every Sunday publish something in local parish bulletins

Go out to our parishes (African Americans, Asian communities) and telling them about the Charity Guild

Go out to parishes to seek new m

Leverage member knowledge of their parishes to spread the word about shop

Members host a "get to know the Guild" at parishes

Parish Woman's Club -always looking for speakers-offer presenters describing what we do

place ads in all Catholic church bulletins

Publicity at the archdiocesan level so more members will join from all over the area.

Publicity in our parishes

Putting information in church bulletins about the organization

Use our parish bulletins for publicity

Using our home parishes for more advertising

Visit parish women's clubs

visiting parishes women clubs

We need to publish our mission more church bulletins

Recruits

5 Opportunities

Broader recruitment

I like the junior membership idea as those younger members could also promote the shop to a younger demographic.

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Marketing is primary in increasing sales by our shop. Members should be encouraged to distribute the cards we do have and perhaps fliers that we don't have.

Purchase ad space in parish bulletins using photos of members who are people of color

Use church bulletins to advertise for new members

Social Media

14 Opportunities

Better social media presence

Continue social media to reach younger clients

Get customers to Like us on Facebook or Twitter to increase our following

Improved use of social media to showcase shop

Increase social media

Instagram / Update Facebook page more regularly

Maybe facebook live - tour the shop

More advertising on internet

More social media activity

Our Facebook page is a good start. We can brainstorm more ways to become more widely known

Recognition of purpose of CG through increased media exposure.

social media

Use of Facebook and social media

youtube /facebook shows

Long Range Planning Results 2018

Technology

Communication

1 Weaknesses

Website weak make consignor friendly

1 Opportunities

show total hours either when signing in or access via website membership page

Investigation

1 Opportunities

Our software should help us track sales trends, price points that sell certain things fast, and price points that doom items. We could price more efficiently.

Issues

1 Weaknesses

Technical glitches

Maintenance

2 Challenges

Continually updating website/instagram
keeping website current

Online Sales

1 Weaknesses

no Internet sale capability

9 Challenges

E commerce
Exploring online shopping
internet sales
internet sales
no online shopping opportunities
Online buying and selling
online shopping
online shopping
Ordering items online by item #

9 Opportunities

Consider online sales for high ticket items.

Long Range Planning Results 2018

Internet sales
internet sales
internet sales
Monogram shop online
online sales
Online shop with Lady Finger items
Online shopping
Putting items online for sale

Security/Safety

1 Opportunities

thinking in the 21st century including security, technology, and recruitment

Training

8 Weaknesses

complicated pricing process
lack of technology among members
May need more detailed instructions and input from leaders in each work area for example for pricing
more IT training for members
More review classes on technology, e.g. cash register, pricing, etc.
more technology teaching as needed
Not enough training in pricing areas
technology ignorance of members

10 Challenges

Adequate training in software and technology
Bringing members forward on technology
Computer knowledge needed for certain positions
Implementing technology as it evolves.
Increasing technology to save time and money
keeping up with technology
Members not being up on technology
Pricing training
Training in computer usage
Understandsding technology

Long Range Planning Results 2018

6 Opportunities

Annual 1-2 hour training by area to remind all of current receiving and pricing guidelines and restrictions. Required Attendance

increase in use of computer technology

More IT classes for member

More sessions for members' input, a concerted effort to do PR as an ongoing project; continual technology advancements,

Offering computer training sessions

To see technology as our "friend" since it helps us accomplish everything much faster.

We tend to resist learning something "new".

Upgrades

1 Weaknesses

Lack of technology

5 Challenges

a few more computer stations, so all items can be priced and get out on the floor quickly.

Adding more computers so we can price faster

Easier computer program

Having updated or maybe new equipment to make jobs easier

Improve technology

1 Opportunities

Stronger presence online

Usage

3 Strengths

technology

Technology

technology understanding

3 Challenges

Technology

technology

Technology involvement

3 Opportunities

Use of technology

Use of technology

Use technology

Long Range Planning Results 2018

Spirituality

Spirituality

51 Strengths

Attendance at member funerals
Care prayer
Catholic women
Catholic women's group
Celebrating Mass together
Chaplain
Counting on prayers when in need
emphasis on prayer
faith
Faith
faith
Faith of the members
faithfilled members
Fr. Kevin
Group Prayer
group prayers
Has deepened my faith immensely
opportunity to serve the Lord
Prayer
Prayer
Prayer chain
Prayer together
Prayer warriors
Prayerful
prayerful
Prayerfulness
Prayers
Prayers and support
prayers for each other
Prayers for those in need
praying for each other
Praying for one another

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Praying together
praying together
praying with members
Shared faith
Shared faith
Sharing God's love for Others
sharing with Catholic women
Spiritual fellowship
Spiritual growth
Spiritual growth
spiritual growth
Spiritual support
Spirituality
Spirituality
Spirituality
Spirituality of members
spirituality rooted in our Catholic faith

The dedication of all the women involved and especially the welcome of new members of which I am. I especially like that we are dedicated under the Blessed Mother.

The shared spirituality of women

1 Weaknesses

"Surrender" cross is not visible most of the time.

1 Challenges

Ways to share prayers as community

7 Opportunities

A second retreat in the fall

Build more spirituality

Continue with spiritual enrichment activities

Move "Surrender" cross to Scanlan room as reminder to pray for all the intentions nailed to it

Off site gathers for prayers and social

retreat for provisionals

Spiritual small group sessions for members

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Leadership

Bylaws

3 Weaknesses

- Hard for working women to be involved
- Limited shop time for working women
- ways to accommodate full-time working women

4 Challenges

- Consider having shop chairs roll off in alternating years
- Consideration of junior membership for younger women
- program for working women to become members
- Requirements for provisionals. All meetings required

4 Opportunities

- Fewer requirements for provisionals
- Form a junior membership program
- Junior membership with fewer requirements
- scholarships for members' children or grandchildren

Communication

2 Strengths

- Communication
- Detail oriented

6 Weaknesses

- lack of info to members
- More background info (and more notice) for major items requiring votes
- need more informative newsletters
- Not always clear where decision making authority lies
- Transparency of board
- When rules change - getting the message to everyone

4 Challenges

- Being clear enough in meetings that we eliminate confusion, especially when votes are involved
- communicate changes with members to avoid alienation
- Getting information to all members so they understand reasons for some actions by committees
- Getting members to read newsletter. E-blasts etc

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Concerns

16 Weaknesses

- A lot of the women in charge are not aligned and different directions are given.
- burnout of leaders
- Decisions made by those not empowered
- General meetings too long
- General meetings too long
- long general meeting
- long general meetings
- long general meetings
- long general meetings
- Meetings are too long
- Meetings run too long
- Standing votes rather than by ballot on expenditures
- Tendency to spend more than give.
- The meetings are too long
- Votes on major expenditures with little notice
- Well defined roles

7 Challenges

- Eliminating the chatter during meetings
- Keeping everybody happy. HA!
- Lack of individuals to step up and take leadership rolls
- Money
- Reaching out for leadership
- too many cooks in the kitchen
- Where will we be in the city

1 Opportunities

- Consistency

Future Endeavors

1 Challenges

- community issues

8 Opportunities

- capital campaign
- develop a free flyer for public places
- enhance teamwork

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Expand opportunities

Hold a community event annually for small non-profits -- community forum

More brainstorming events

Perhaps form some ad hoc or special committees to address issues not yet covered in current committees

What about 1 meeting a year being held in the evening, with a potluck supper afterwards?

Gifts

22 Strengths

breakdown of jobs for the greater good

Capital Improvements Committee

Fabulous Provisional program

Good organization skills

growth cycle

leaders among members

Leadership

organization

Organization

Organization

organization

Organization

Organization

Organization

our staff

pro-active

Strong leaders

Strong leadership

Strong organizational structure

Well oiled machine

Well oiled machine

Well run organization

1 Opportunities

Fabulous, competent board members

Gratitude

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1 Opportunities

Recognizing jobs well done

Growth

1 Strengths

Change through out not just to change

1 Weaknesses

reorganization

1 Challenges

Lack of vision

Hiring

1 Weaknesses

Need an in house technology staff person.

1 Challenges

Fulltime technology/building support

Investigation

1 Challenges

Increased litigation/product liability in the future. Are we at risk of frivolous lawsuits?

1 Opportunities

Find place for Guild homeless when fence installed

Mission

1 Weaknesses

How we spend our funds

1 Opportunities

Set a good example for membership

Praise

15 Strengths

Great leadership

Impressive dedicated leadership

Leadership

Leadership

Leadership team

Strong leadership

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Strong leadership for provisionals
Strong leadership team.
talented and committed leaders
volunteer leadership
well planned policies and procedures
Well-oiled machine
well-organized
well-organized
well-run, successful business

Recruits

1 Opportunities

Attract younger members by offering. "Jr." membership requiring fewer hours until they have more time.

Rising to Call

2 Weaknesses

not volunteering to take committee or board positions and then complaining
Unwillingness to assume office but critical of decision making or not attending sessions to voice opinions

1 Challenges

filling leadership roles

1 Opportunities

different people on board

Succession

2 Weaknesses

Lack of succession planning
Past chairs do not move on relinquished title

3 Challenges

Passing information from one year to another
passing the baton
Those leaving post. Letting go

1 Opportunities

change people in leadership more often

Training

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1 Weaknesses

training

1 Challenges

training