

# WIM CHAPTER LEADER COMMUNITY CHAT

December 6, 2023

wim

women in  
manufacturing®



# WELCOME

- WiM National Updates
- 2023 Chapters Wrapped
- Breakout Rooms (10 mins.)
- WiMEF Fundraising Challenge Roll-Out
- Breakout Rooms (5 mins.) – If time permits!

# MEMBERSHIP UPDATES

**426** Corporate Members

**24,003** Individual Members

*(+345 since November 13, 2023)*

- 22,848 Corporate Professionals *(employees of Corporate member companies)*
- 977 Individual Professionals
- 73 Professional Plus
- 41 WiM + AME
- 39 WiM Student
- 17 WiM Student + SME
- 8 Retired

# NEWEST CORPORATE MEMBERS SINCE NOVEMBER 13, 2023

Review your latest chapter roster to welcome new members from these companies!

<b>Nestle USA</b>	<b>Ohio</b>
<b>Solon Manufacturing Co.</b>	<b>Ohio</b>
<b>Continental AG</b>	<b>South Carolina</b>
<b>Invio Automation</b>	<b>Michigan</b>
<b>Athletic Brewing</b>	<b>Connecticut</b>
<b>EBITDA Growth Systems LLC</b>	<b>Colorado</b>
<b>Marsh &amp; McLennan Agency LLC</b>	<b>Illinois</b>

# WiM NATIONAL EVENTS UPDATES



December 11, 2023  
Montenegro, Brazil  
Contact [jkopf@womeninmfg.org](mailto:jkopf@womeninmfg.org)



January 22 – 23, 2024  
Clearwater Beach, FL  
Contact [jbloom@womeninmfg.org](mailto:jbloom@womeninmfg.org)



February 8, 2024  
**Employer Registration NOW OPEN!**  
Contact [jkopf@womeninmfg.org](mailto:jkopf@womeninmfg.org)



March 24, 2024  
Atlanta, GA & Virtual  
**Marketing has Launched**  
Contact [ltarcy@womeninmfg.org](mailto:ltarcy@womeninmfg.org)

# WiM EDUCATION FOUNDATION UPDATES



Next Session: *Financial Planning and Investment Basics*  
Presented by Karen Lomas, Principal Financial and WiM Southern California  
Tuesday, December 12 at 11:00 AM - 12:00 PM (EST)



Registration Is Now Closed for Fall 2023 Cohort  
Next cohort begins February 2024  
**Registration opens December 15**



Registration Is Now Closed for Fall 2023 Cohort  
Next cohort begins March 2024  
**Registration opens December 15**



**2024 Session Registration OPEN NOW!**  
**Session Duration: January - May 2024**  
**Cohort meets 2 ½ days per month, all sessions virtual**

# CHAPTER UPDATES

Events Scheduled April 1, 2023 – March 31, 2024:

**292** (*117% to goal of 250*)

- 4,967 unique attendees
- 2,326 unique companies

Chapter Revenue (as of 9/30/23)

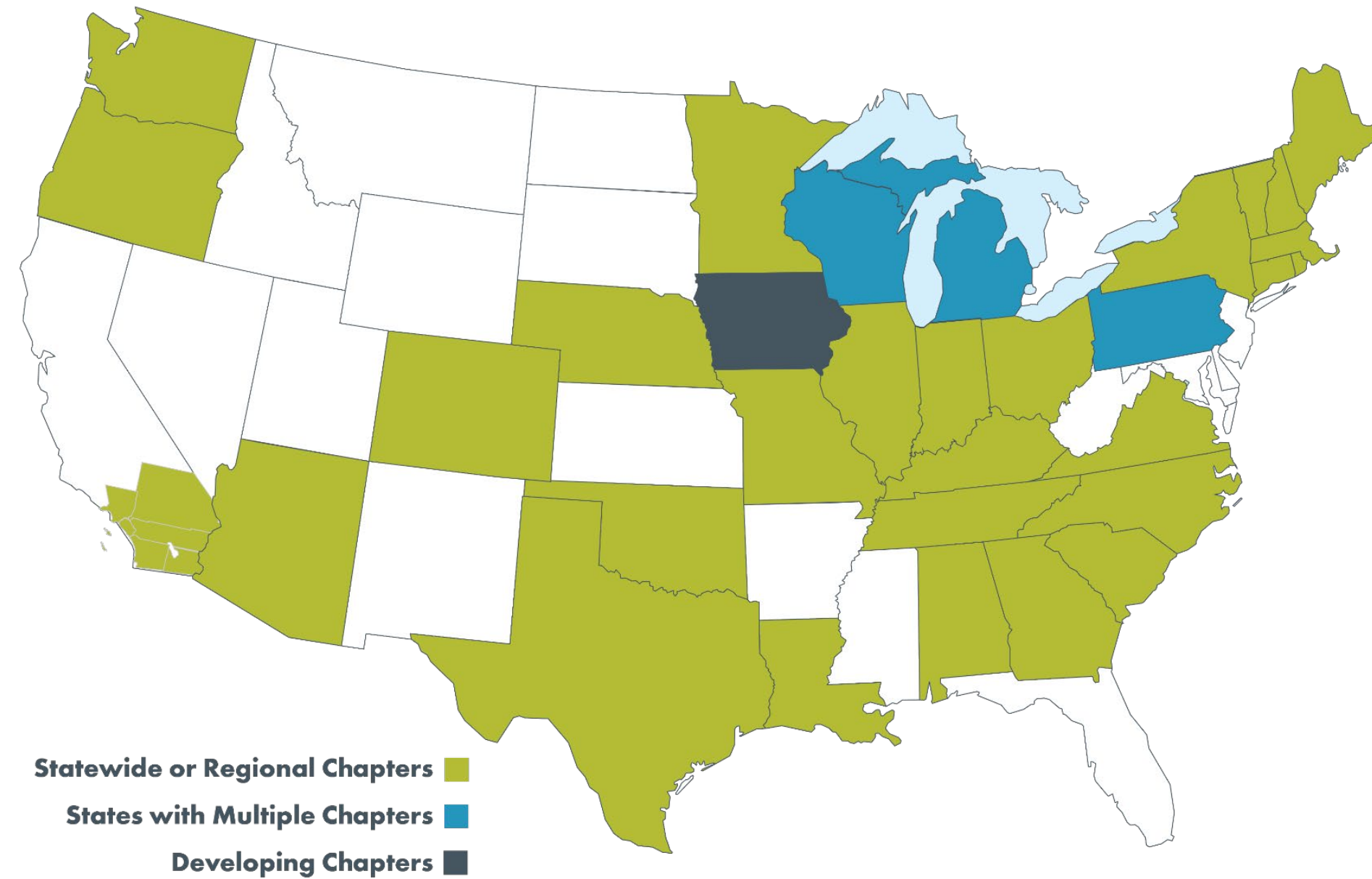
**\$243,592.00**

- 1% to goal of \$200,000
- + \$128,853.00 from same period in FY22

Chapter Expenses (as of 9/30/23)

**\$129,562.00**

- 74% to goal of \$175,000
- +\$67,231.40 from same period in FY22



## LAUNCHING/RE-LAUNCHING IN 2024





chapters

**wrapped**

2023





you were the hosts with  
the most



In 2023, chapters hosted

364 events



that's almost one event

EVERY SINGLE DAY!

you brought people

TOGETHER



5,967 people registered  
for a chapter event



2,725 companies among  
registrants



this year,  
you gave back



\$10,000+ raised for the

wim™

Education Foundation





20+ community fundraising  
or vounteer events



members love you



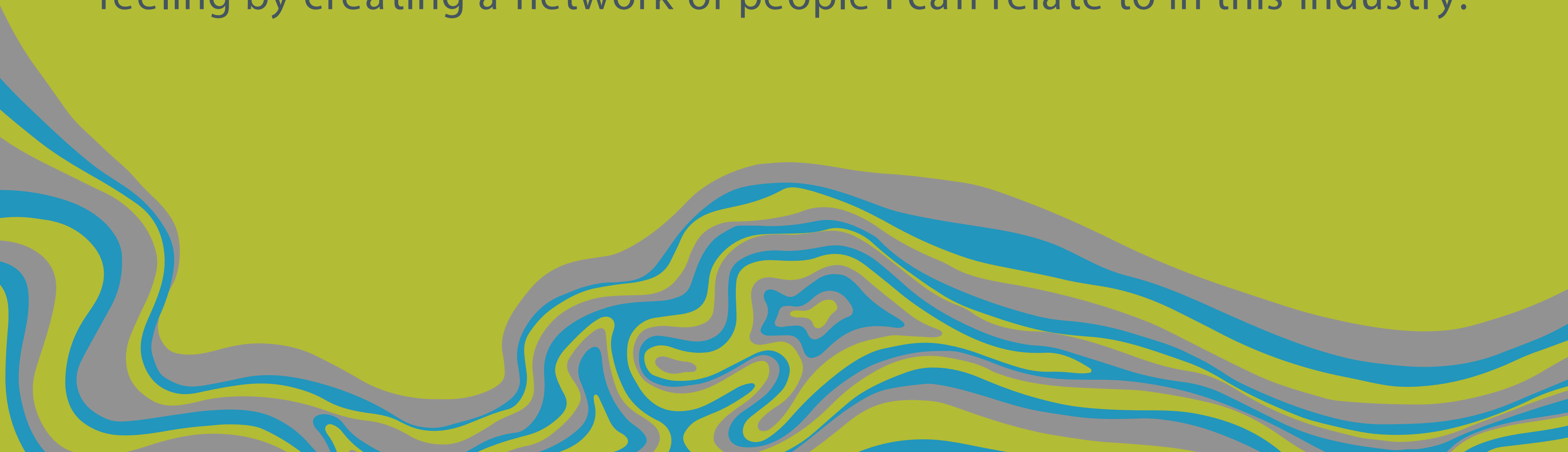
19,238 members are  
affiliated with a chapter



you made a difference

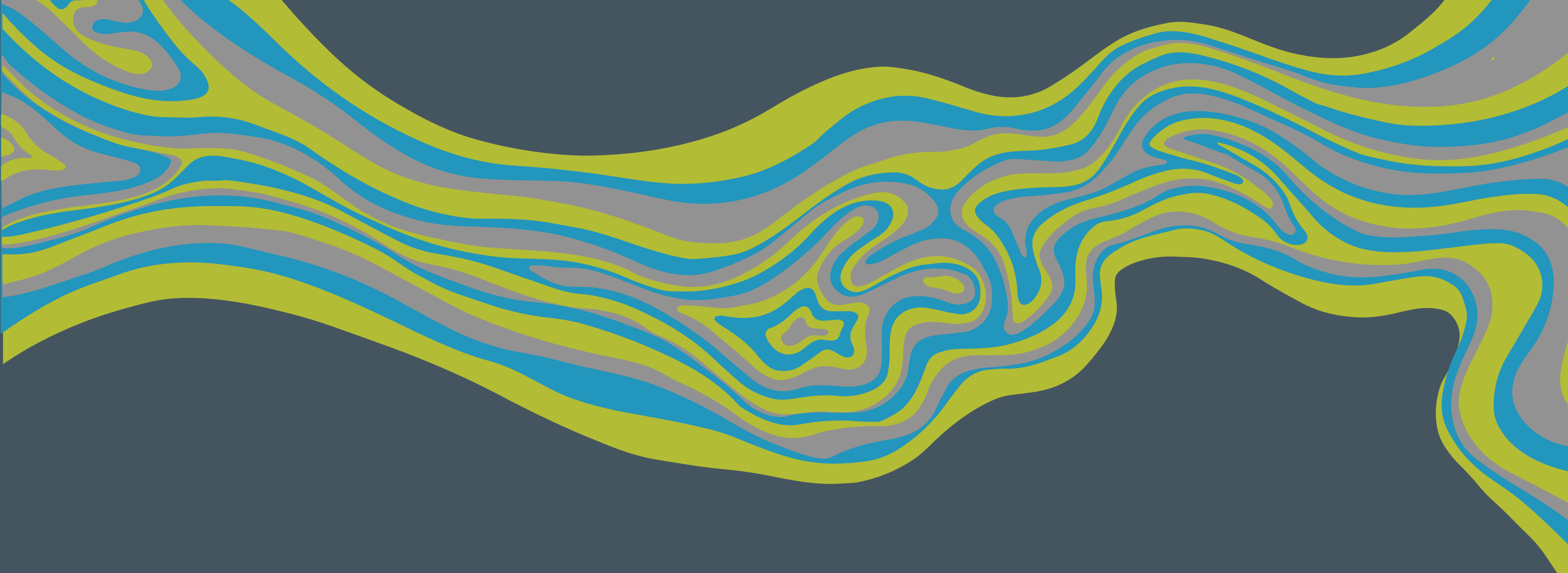


I've been a member of this chapter for about four years and have found that the support of this group from networking to empowerment seminars has been very beneficial to my career and my choice to stay in the automotive industry. Working in male dominant industry, WiM offers the "at home" feeling by creating a network of people I can relate to in this industry.



I am impressed by how well-established the group is and the success and frequency of events. Definitely a great resource for women in this industry.

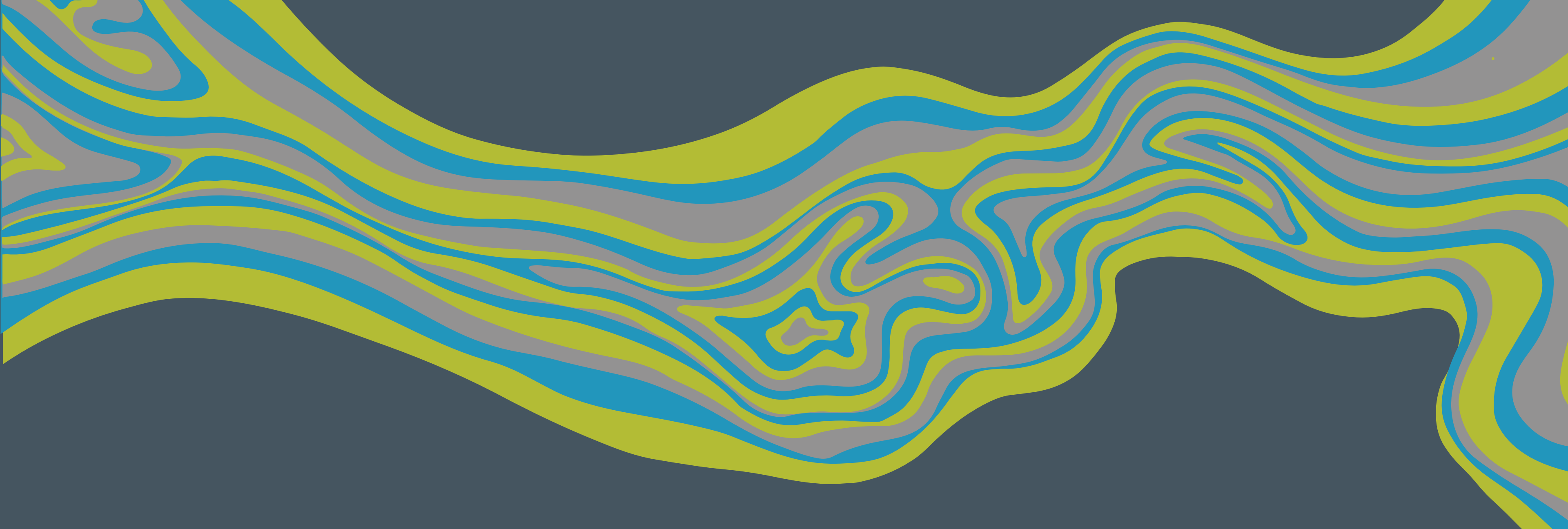




what else can we say?

thank you





stay tuned for our complete  
chapters wrapped 2023 video!

# **BREAKOUT ROOMS**

## **8 minutes**

- 1. Share a personal or professional success story from 2023.**
- 2. Share one chapter success story from 2023.**

**WELCOME BACK!**



# WIM CHAPTER FUNDRAISING CHALLENGE

BENEFITTING THE



# About the WiMEF

Women in Manufacturing Education Foundation (WiMEF) Mission:  
Closing the gender gap, increasing the number of women in leadership roles, and  
inspiring the next generation of women in manufacturing.

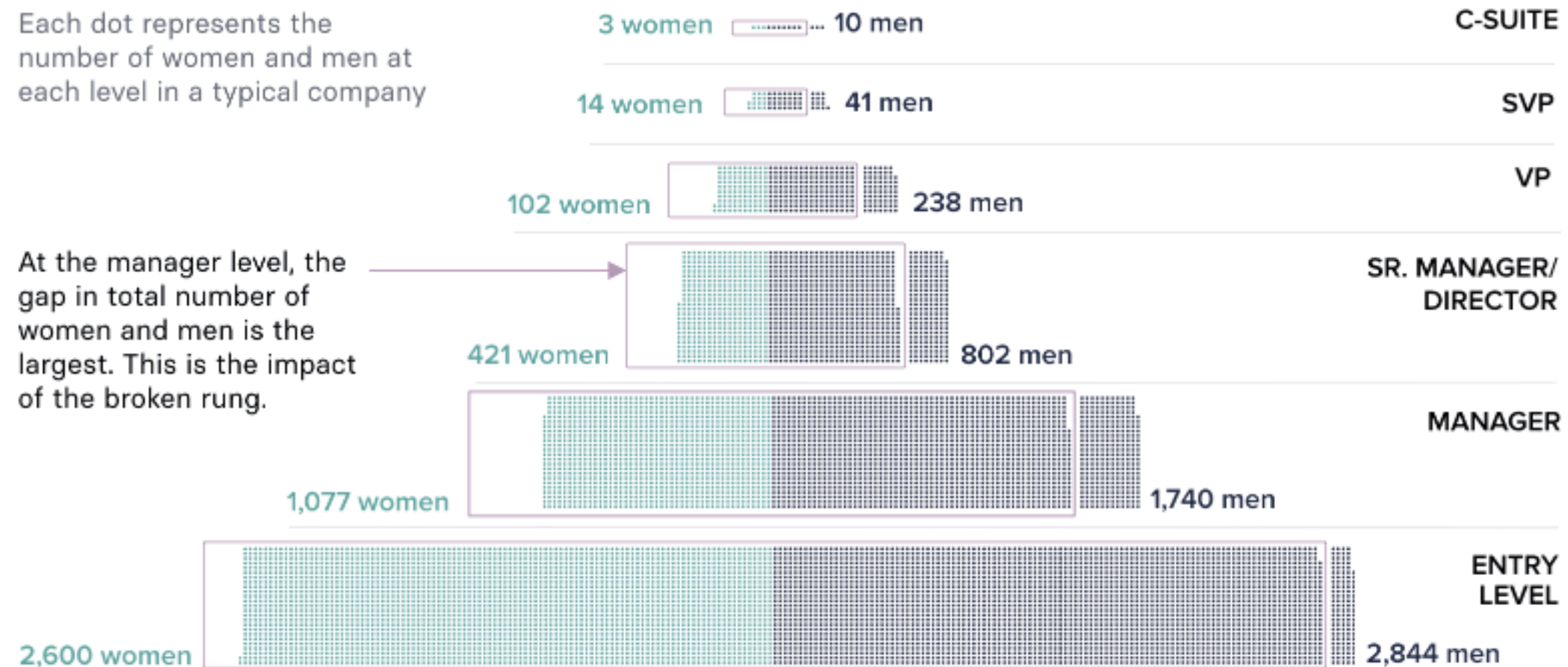
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15,000+ women have participated in monthly Virtual Learning Series

800 women have graduated in WiMEF's three cohort-based educational programs since 2017

- ✿ Growth: 32 participants in 2017 to 350 in 2023
- ✿ Each program is 100% virtual and includes skills assessment, 1:1 coaching, and peer networking
- ✿ The curriculum is based on core competencies identified by manufacturers as skills they look for in leaders
- ✿ Each program addresses critical career opportunities/obstacles for women: Broken Rung, Hollow Middle, Glass Ceiling
- ✿ In 2024 will conduct 1:3:5 –year study to report on program impact on participants

# Why it Matters



“Women in the Workplace” McKinsey & Co and Lean In (2022)

- ⚙️ Women represent 47% of the U.S. workforce but only 29% in manufacturing (Bureau of Labor Statistics 2023)
- ⚙️ Only 1 in 4 management positions in manufacturing are held by women (Department of Commerce 2023)
- ⚙️ Only 12% of manufacturing C-Suite positions are held by women (Equilar 2022)

# Why it Matters

*“Having female leaders in positions of influence to serve as role models is not only critical to the career advancement of women but stands to generate broader societal impacts on pay equity, changing workplace policies in ways that benefit both men and women, and attracting a more diverse workforce.”*

- The Rockefeller Foundation: “Women in Leadership: Why it Matters”

- 72% of manufacturers agree that DEI is a key focus for their companies (Manufacturers Alliance 2023)
- Gender equity is good for business: Increased productivity, greater collaboration, negotiation, innovation and attention to detail, and higher profitability (World Bank Group Gender 2022)
- On average, women working in manufacturing earn 16% more than the national median annual income for women who are employed (Department of Commerce 2022)
- Women in leadership have a significant impact on the success of other women in the organization: Higher engagement, better retention, and added growth/leadership opportunities (Science Direct 2020)

# WiMEF Impact



## VIRTUAL LEARNING SERIES

- FREE for members
  - Monthly webinars, saved to Virtual Learning Library
  - Impact: Participant success after *Ladies, Let's Negotiate* webinar
- 



## EMPOWERING WOMEN IN PRODUCTION

- Addresses The Broken Rung (McKinsey & Co)
  - Only program of its kind, dedicated to women in production
  - Impact: 85% of survey respondents received a raise, promotion, or leadership opportunity after participating in the program
- 



## MANAGEMENT DEVELOPMENT PROGRAM

- Addresses The Hollow Middle (McKinsey & Co)
  - Mentoring program launching in 2024
  - Impact: MDP graduate feedback
- 



## LEADERSHIP INSTITUTE FOR WOMEN

IN STEM & MANUFACTURING

- Addresses The Glass Ceiling (McKinsey & Co)
- In partnership with the prestigious Case Western Reserve University Weatherhead School of Management
- Impact: WiMEF provides partial scholarships for WiM members



# Why Support The WiMEF?

**BRIDGE OPERATIONS GAPS** – The WiMEF has operating costs that are not covered through registration fees or grant funding – we need a community of support to help us do our work.

**KEEP PROGRAMS AFFORDABLE** – While costs have increased, WiMEF has never increased registration fees. Donations help us keep WiMEF programs affordable and accessible.

**KEEP PROGRAMS ACCESSIBLE** – All WiMEF programs have waitlists and with donations we can increase program capacity and cadence. In 2023, contributions from individual and corporate donors enabled us to double the number of participants in the Management Development Program (MDP) and to add an additional cohort of the Empowering Women in Production Program – 109 additional women participated in 2023.

# Chapter Fundraising Challenge Details

## **EFFECTIVE DATES:**

December 6, 2023 – March 15, 2024

**FUNDRAISING GOAL = \$25,000**

## **CRITERIA FOR CHALLENGE QUALIFICATION:**

- Donations must be submitted via the chapter's unique donation URL, unless the donation is a direct contribution from the chapter itself.
- Donations must be paid before 11:59 p.m. ET on March 15, 2024.
- Donations must be made as unrestricted gifts.
  - *Registration fees or sponsorship of WiMEF programs will not apply towards the challenge.*
- Donations can come from individual donors, companies, or chapters themselves.

# Challenge Prizes

FUNDRAISING MINIMUM	PRIZES & DETAILS
<b>\$1,000</b>	<ul style="list-style-type: none"><li>• <b>Recognition during select 2024 WiMEF programs</b></li><li>• <b>Included in feature article in the WiM Weekly newsletter</b><ul style="list-style-type: none"><li>• <i>To be published April 2024.</i></li></ul></li></ul>
<b>\$3,000+</b>	<ul style="list-style-type: none"><li>• <b>WiMEF sponsorship of one chapter event</b><ul style="list-style-type: none"><li>• <i>Sponsorship includes \$500.00 to the chapter from the WiMEF.</i></li><li>• <i>WiMEF will receive sponsor recognition on the event webpage, event marketing emails, and on any event signage or presentations.</i></li><li>• <i>Event must occur April 2024-March 2025.</i></li></ul></li></ul>

# How To Fundraise

## DOs

**SOLICIT DIRECT DONATIONS** – Chapters are encouraged to share their unique donation URL via their chapter social media pages and within their leaders' networks as comfortable. Chapters are also encouraged to download the QR code for their donation URL and include it on event and other marketing materials during the duration of the challenge. WiM will also include a graphic in chapter event marketing emails during the duration of the challenge, with a call to action to donate and a link back to the chapter's unique URL.

**CHAPTER FUNDRAISERS & DONATIONS** – Chapters are permitted to make direct donations to the WiMEF or to match donations. Additionally, chapters can host events during the duration of the challenge and donate a portion of the event revenue to the WiMEF.

**CORPORATE GIFT MATCHING** – Many companies have programs to match charitable donations made by employees. Each chapter donation URL will include a note encouraging donors to contact their HR department to confirm if their company has this type of program. Once confirmed, the donor will then contact [gmoore@womeninmfg.org](mailto:gmoore@womeninmfg.org) for additional assistance. If a gift is matched by a donor's company, the chapter will receive credit for the original donation and the match as part of this challenge. Not sure if your employer offers a charitable match? Search [Charity Navigator](#) to find out.

# How To Fundraise

## **DON'Ts**

**SCHOLARSHIPS** – For greatest impact, we encourage gifts to the general fund, which enable the WiMEF to reach the greatest number of participants possible by keeping registration fees low for all.

**GRANTS** - Grants are funding opportunities that include an application, a program element, a grant agreement or contract, and a reporting requirement (program reporting and financial reporting). In general, all grant proposals from chapters require approval from the WiMEF prior to applying. With this in mind, grant funding opportunities are not applicable to this fundraising challenge.

**AMAZON SMILE** – Programs like Amazon Smile (*which was discontinued in 2023*) are not applicable for this challenge, since the contributions to the WiMEF would not be traceable back to a specific WiM Chapter.

# Donor Acknowledgement & Communications

The WiMEF team will manage the donor acknowledgement process on behalf of chapters, including sending a Thank You and acknowledgement letter, including all necessary tax information, to all donors.

**Upon completing their donation, donors will be asked to opt-in or opt-out of the following:**

1. Having their first & last name shared with the chapter
  - Regardless of opt-in status, WiM cannot share donor contact information or specific donation dollar amounts with chapters. The only information that can be shared with chapters are the first and last names of donors who opt-in and the total amount fundraised by the chapter.
2. Having their donation recognized publicly by the chapter and/or the WiMEF
  - Only donors who opt-in for recognition from the chapter and/or WiMEF can be mentioned or named publicly, whether on social media, at live events, in digital communications, etc.

# FYI - For Your Information

In addition to a direct Thank You and acknowledgement letter from the WiMEF team, all donors receive the following message via an automated email sent immediately after submitting their donation online:

*At the WiM Education Foundation, we are working to close the gender gap, increase the number of women in leadership roles, and inspire the next generation of women in manufacturing.*

*Each year, more than 350 women participate in our best-in-class education programs to provide the durable skills, core competencies, and peer network that women need to lead and succeed in manufacturing.*

*Your gift provides the WiM Education Foundation with the capacity and support to deliver these one-of-a-kind programs that transform lives and enhance opportunities for women working in manufacturing.*

*With this gift, you have doubled your impact thanks to a 1:1 match provided by Lynn Kier, former WiM board member and founding member of the WiM Education Foundation!*

## **Contribution Information**

*All gifts will be used to support activities, events and resources to advance the mission of Women in Manufacturing's Education Foundation (WiMEF). WiMEF is a 501(c)(3) charitable organization with Federal Tax ID Number: 81-0921604. No goods or services are being provided in conjunction with this contribution and it is tax deductible as allowable by federal law.*

**Questions?** Please contact Gretchen Moore at [gmoore@womeninmfg.org](mailto:gmoore@womeninmfg.org) or 216-503-5700 x113.

# Challenge Reporting to Chapters

## COMMUNITY CHATS

**January 11**

**February 13**

**March 14**

Fundraising totals for each chapter and current challenge standings will be shared at live meetings and in follow-up emails from those meetings.

## MONTHLY UPDATES VIA EMAIL

**December 15**

**January 15**

**February 16**

**March 15**

On the dates indicated, each chapter leadership team will receive an excel list including the first and last names of donors who contributed to the WiMEF via their chapter's unique donation URL and opted-in to having their name shared with the chapter.

**PLEASE NOTE: Donor lists and/or updates on individual chapter fundraising will not be provided outside of this schedule.**



# **BREAKOUT ROOMS**

## **5 minutes**

- 1. Brainstorm at least one fundraising tactic for this challenge.**



**WELCOME BACK!**



# Join Us For Challenge Updates!\*

## 2024 CHAPTER LEADER COMMUNITY CHATS

DATE & TIME
Thursday, January 11, 2024 from 2 – 3 PM ET*
Tuesday, February 13, 2024 from 12 – 1 PM ET*
Thursday, March 14, 2024 from 2 – 3 PM ET*
Tuesday, April 23, 2024 from 2 – 3 PM ET
Thursday, May 16, 2024 from 12 – 1 PM ET
Tuesday, June 11, 2024 from 2 – 3 PM ET
Thursday, July 18, 2024 from 12 – 1 PM ET
Tuesday, August 20, 2024 from 2 – 3 PM ET
Thursday, September 19, 2024 from 12 – 1 PM ET
SKIP – October 2024
Thursday, November 14, 2024 from 2 – 3 PM ET
Tuesday, December 10, 2024 from 12 – 1 PM ET

## [REGISTER HERE](#)

- For WiM Chapter Leaders only
  - Including executive leadership team, functional chairs/directors and committee members.
- Each individual Chapter Leader must attend at least four Community Chats each calendar year.
- Each Chapter should have at least one representative at every Community Chat.



Education Foundation

# THANK YOU!

## QUESTIONS?

## CONTACT:

**Audrey Imes**

Member Services Manager  
[chapters@womeninmfg.org](mailto:chapters@womeninmfg.org)

**Gretchen Moore**

Executive Director, WiMEF  
[gmoore@womeninmfg.org](mailto:gmoore@womeninmfg.org)

# CONTACTING THE WiM TEAM

## [chapters@womeninmfg.org](mailto:chapters@womeninmfg.org)

- Updates for event pages, event emails or any other webpage.
- Requests for event registrant lists or member rosters.
- Adding or removing chapter leaders.
- Requests or questions related to new chapter development.
- Questions about PaymentNet or Chase.com.
- Requests to increase Chase ONE cardholder credit limits.
- Questions about WiMEF programs or events.
- WiMEF fundraising inquiries or guidelines.

## [membership@womeninmfg.org](mailto:membership@womeninmfg.org)

- Nonmembers inquiring about membership.
- Members who need to update their profile or access their account.
- Employees of Corporate members who need to get signed up.
- Any questions about member benefits or offerings.

## [accounting@womeninmfg.org](mailto:accounting@womeninmfg.org)

- Sponsorship payment status.
- Reimbursement request status.
- Check request status.
- Requests for early funds transfer.

## [meetings@womeninmfg.org](mailto:meetings@womeninmfg.org)

- General WiM National event and conference information.
- Registration assistance or inquiries.
- National event sponsorship leads or inquiries.