



CORPORATE MEMBER PLAYBOOK



women in
manufacturing®

Welcome to Women in Manufacturing!

Congratulations on becoming a corporate member of the Women in Manufacturing Association (WiM)! We are thrilled to have you join a community dedicated to fostering growth and inclusivity in the manufacturing industry. Your corporate membership opens up a wide range of opportunities for your company and employees. From professional development programs to networking events, WiM offers numerous resources designed to empower and elevate women and allies in manufacturing.

To help you maximize your membership benefits, we've developed this playbook to share best practices and provide you with resources to ensure that you make the most out of the opportunities available to your company.

Checklist for Getting Started

#1 - Identify a WiM Champion(s) Within Your Organization

Ideal WiM Champion(s) are employees who represent different functional and geographic areas within your company. WiM Champions can be anyone within your organization, however it is recommended that company leadership and team managers are engaged to ensure maximum exposure and utilization of the company's WiM member benefits. At other WiM corporate member companies, champions are often in roles related to human resources, ERG and DEI leadership, but are not limited to these roles.

Once you have identified your WiM Champion(s) you can use the following email copy to communicate your selection and next steps (email template located in the Corporate Member Resource Hub)

#2 – Ensure Your WiM Champion(s) Register for a WiM 101 Onboarding Session

WiM Champions can enhance your team by highlighting the various opportunities available through WiM. To support your internal advocacy, we recommend that WiM Champions attend at least one monthly WiM 101 Onboarding Session. These sessions include a tour of the WiM website and explain how to access the many resources that are available to WiM members. Attendees can also connect with members from other companies during the "Welcome to WiM" breakout sessions where best practices and common challenges are discussed.

#3 – Announce the WiM Membership Internally

Spread the word about your new corporate membership internally.

- Use your company's communication channels— emails, newsletters or meetings—to inform all employees about the exciting news and highlight the benefits they can access (sample email located in the Corporate Member Resource Hub [here](#))

- Provide information about how they can get involved and who to contact for more details.
- Have the WiM Champion(s) host internal information sessions at their facilities/with their teams
- Have WiM new member posters and flyers visible/available in facilities and offices (posters and flyers are available to download in the Corporate Member Resource Hub)
- Engage related company ERGs (if applicable)
- Share new membership with company leaders (sample email available in Corporate Member Resource Hub [here](#))
- Create an internal email group for WiM members.

#4 – Announce your corporate membership publicly

Strengthen your brand's reputation by announcing your WiM corporate membership publicly. Leverage your social media platforms, press releases, and your company's website to showcase your commitment to supporting women in manufacturing. This not only enhances your brand image but also attracts top talent who value gender diversity and inclusion.

- Post a press release on your company's website (sample press release located in the Corporate Member Resource Hub [here](#))
- Add the WiM proud member logo to your company's website (logo can be found in the Corporate Member Resource Hub [here](#))
- Post on your social channels about company's membership with WiM (sample post and accompanying proud member graphic available in the Corporate Member Resource Hub and [here](#))

#5 – Re-Announce Membership Internally

To ensure sustained engagement, periodically remind your employees about the WiM membership and the opportunities it presents. Keep the momentum going by highlighting upcoming events, webinars, and networking sessions offered by WiM that they can attend.

- Send an internal reminder announcement within three months (sample email located in the Corporate Member Resource Hub [here](#))

Conclusion

Your WiM membership is a powerful tool for enhancing the professional growth of your employees and fostering a more inclusive workplace culture. By following this playbook, you can ensure that your organization and its employees fully benefit from everything the Women in Manufacturing Association has to offer.

For further assistance or questions, please reach out to the WiM support team at membership@womeninmfg.org. Welcome to the WiM community—we're excited to grow and thrive together!

FAQs

Q: Are men eligible to join WiM?

A: Yes. We encourage men who are supportive of our mission to join our organization and participate in programming.

Q: Can our members enroll at any time?

A: Yes. Employees can enroll at any time during your company's 12-month membership period. Their membership will be active so long as your Corporate membership is active.

Q: We have many international employees. Are they eligible to join underneath our membership?

A: Yes. International employees can join. At this time, WiM does not host any international events, however, these employees may benefit from our online offerings.

Q: If one of our employees who is a member leaves our organization, can we remove them from our roster or will their membership still be active?

A: Yes. Please e-mail WiM National (membership@womeninmfg.org) and this individual will be removed from your membership roster. As they're under your company membership, their membership will not be valid if they are no longer with your organization.

Q: What are the most popular job functions and professional titles of WiM members?

A: WiM represents individuals from the shop floor to the C-Suite and in various roles within a manufacturing environment, such as marketing, accounting, engineering, etc.