

# power to change



YWCA Global Campaign Update!

let's go!  
allons-y!  
vamos!



World YWCA Invest in the Leadership of Women & Girls

June 2005

## Latest News:

The I-o-n-g-e-s-t, youngest breakfast in the world was a grand success! Messages of solidarity travelled across the globe on April 24 as YWCAs celebrated 150 years young with good food, great company, and some fun fundraising. The complete tally is not yet in, but already recent donations have been coming in from YWCAs in Mexico, Peru, Congo Brazzaville, Kenya, Rwanda, Sierra Leone, South Africa, Gambia, Togo, Nigeria, Colombia, India, Philippines, USA, Australia, and the YWCA's own birthplace, London (Central Club).

Here are some World YWCA Day 2005 highlights:

At the Tanzanian celebrations, Mrs Janet Kahama, a Member of Parliament and founder of the YWCA's Dodoma branch challenged the YWCA to establish a micro credit programme to provide low interest loans to its members. Saying, "It is high time that YWCA of Tanzania has its own credit scheme", the MP backed up her challenge with a donation of 100,000 Tanzania shillings to get the programme off the ground! Meanwhile in Jordan, breakfast was a regal event attended by HRH Princess Muna Al Hussain. The YWCA of Jordan used the opportunity to showcase the association's work to the donors and friends who joined in the global festivities. Across the ocean in Belize a Chinese auction was a light-hearted end to the event, which featured the country's only female bank manager as keynote speaker. One member of the association says of the auction, "simply best thing I've ever seen, we sold a \$25 cake for \$300. We've got to do that more often!"

A heartfelt 'happy birthday' and thank you goes out to all the YWCAs who shared this special occasion and worked to make it a worthy homage to our foremothers!

## Get Involved:

Now that the breakfast is over, are you looking for another way to get your donors excited? Consider hosting a social change conversation. This participatory event can deepen donor commitment by getting back to the core reason for your fundraising – to create positive changes for women and communities. A social change conversation is an intimate gathering of no more than 25 people where donors are asked for their best thinking on how to tackle key concerns in your community as well as make an investment in your work. It is also an opportunity to showcase the YWCA's leadership on these issues and remind donors of the important role their financial contribution plays in providing solutions to community challenges.

## So how does it work?

Typically guests are invited to someone's home for a discussion on a current issue, and cocktails or a meal. The event kicks off with an insightful and engaging speech on the subject to be discussed. The moderator then leads the gathering in a discussion on the issue, drawing out challenges and proposed solutions from guests. At the end of the discussion the moderator can wrap up the conversation by showing the importance of continuing or expanding your association's work in light of the concerns voiced for the community, and the leadership and solutions that the YWCA provides.

## Six Tips For Hosting a Successful Social Change Conversation

### Be strategic

Before you start planning the food and seating arrangement ask what you want to achieve by hosting this event. Is the aim is to cultivate recent donors, deepen the commitment of long term donors, or attract new people? Then tailor your guest list, speakers and discussion to suit the goals.

### Choose your host carefully

The host needs to have more than a nice home with plenty of parking space to qualify. The ideal host for this event will not only make her home available, but also help you to think strategically about who to invite, and introduce friends she thinks may be interested in your association. It is also important that your host is comfortable with you asking guests to invest in the YWCA at the event.

### Let guests know what to expect

You may choose not to ask guests for any contribution at the event, and instead have your host follow up with each one

individually in the following weeks. Whether you ask for a gift at the event or later, let people know when they are invited that it is a fundraising effort and they will be asked for a gift at some stage.

### **Recruit a dynamic speaker**

To spark the conversation, invite someone interesting to speak on your chosen issue. Do not choose someone too controversial. While you do want to encourage a little debate about the subject, an all out argument defeats the purpose of the event.

### **Moderate the discussion**

It is important to have a skilled moderator from your association to guide the conversation. Donors may for example make suggestions that your YWCA is not in a position to act on. The moderator needs to be able to ensure that guests feel taken seriously, and explain why the association may have decided to go in another direction.

### **Plan, plan, plan**

Do not rush the preparation stage. A social change conversation can reap great rewards if it is carried out strategically. Ensure that you have enough staff and volunteer support before taking on the event.

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### **Campaign Resources:**

Special Events: [A Quick Toolbox](#) presents helpful tips for successful event planning

Special Events: [Finding a Sponsor for your Event](#) can help to reduce expenditure and increase gains from an event.

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### **For more information:**

Contact the campaign team at the World YWCA:

[campaign@worldywca.org](mailto:campaign@worldywca.org) or visit the campaign website: <http://www.worldywca.org/campaign>

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