Executive Women's Forum
Powered by DSG

Benefactor Resources

Member Engagement Ideas and Timeline

This resource is designed to be a guide to assist you in planning regular touchpoints with your team. Creating regular check-ins with your EWF members will allow them to build connections with one another and engage more deeply with the EWF content. We have provided a sample monthly timeline; however, you may choose to adapt to your needs if your team is meeting more or less frequently.

We also suggest creating an internal communication channel with your team (i.e. Slack or Teams group). This will allow you to communicate regularly and easily with your team!

January: Kick Off Meeting & Introductions

Do all your members know one another? Have you shared what your company's goals are for engagement and participation with the EWF this year? The new year is a great time to do just that!

- Host a meeting to introduce members to each other.
- Share your company's EWF goals and set expectations (event participation, Lift, etc.).

February: Goal Setting

- Ask members to set 3 EWF-related goals.
  - Enroll in Lift
  - Attend one event per month
  - Submit to speak at the Conference
- Share and discuss goals in small groups to build accountability.

March: Event Recap

- Attend (or watch) an EWF event together through the EWF CONNECT Resource Library & Event Archive.
- Meet after to share takeaways and discuss how to apply insights.

April: One-on-One Connections

- Encourage members to meet individually or in small groups.
- This is a great way to strengthen internal relationships across teams and departments.

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May: Lift Open Enrollment

- Promote Lift sign-ups!
- Have past participants share their experience with the program.
- Attend the EWF informational webinar session together.

June: Book Club Kickoff

- Choose a book as a group.
- Share discussion questions in advance of next month's meeting.

July: Book Club Discussion

- Host a guided book discussion using shared questions.
- Encourage open conversation and shared insights.

August: Annual Conference Prep

- Watch a past keynote via EWF CONNECT Resource Library & Event Archive.
- Discuss takeaways and what members look forward to at this year's Conference.

September: EWF CONNECT Profiles

- Heading into the Conference, this is a great time to ensure your members profiles are up to date!
- Prepare for Lift open enrollment

October: Attend the EWF Annual Conference

- Join us for keynotes, sessions, and networking.
- Bookmark the conference site for updates and schedules.

November: Annual Conference Debrief

- Recap the Conference.
- Share what you learned and who you met—extend the value to all members.
- Promote Lift sign-ups!

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December: End of Year Recap/Celebration

We started the year by introducing ourselves and setting goals for the year. Let's end the year by discussing how we did and celebrating our achievements!

- Did you build a new connection this year, or find a mentor who impacted your career journey?
- Were you able to attend an EWF event that impacted you?
- Did you learn something new at the Annual Conference?

Share these wins with one another and reflect on how far you have come this year!