

Part 2 Trends and issues in your area

Being "strategic" is about being prepared. To be prepared, FWIO needs to understand what is happening in communities around Ontario; to women in those communities and any emerging issues to which FWIO could be responding.

Our members often have important information and experiences about what is happening in their communities, which can help us see trends and develop plans to address them.

When you are thinking about the trends you see around you, please consider social, political, economic and cultural issues that you believe are important to the work of FWIO and its Branches.

Here are 2 examples of a trend, and a possible response to it:

Trend	Response
Retirees are relocating to rural communities in Ontario	Develop outreach programs which focus on new members of rural communities
Increase in number of new Canadians settling in medium and small-sized communities in Ontario	Develop outreach program for new Canadians, as one approach to increase FWIO membership
Recent research has shown that in 5-7 years, Ontario's most active volunteers (those who were born in the Depression era) will have retired from volunteering. The "Baby Boomer" age group volunteer less time.	FWIO develops a volunteer involvement training program, to assist Branches to create interesting volunteer roles for women of the "Baby Boomer" age group.

What changes and trends are you aware of that could have the greatest impact on FWIO over the next 3-5 years?

In the left column below, please list the three most important changes and trends (at the levels beyond your Branch as an organization) that your Branch has noticed. In the right column, please list possible approaches – what could we do over the next 3-5 years to take full advantage of (or respond to) these external changes and trends?

External changes and trends that can have greatest impact on FWIO	How could we respond to these changes and trends?
1.	1.
2.	2.
3.	3.