

National Association of Women Business Owners

Planning Unit: Kentucky
Fiscal Year: 2021 – 2022



President: Basha Roberts

Updated: 9/19/2021



vision

NAWBO Kentucky's vision is to develop leaders for a world of change. We envision a world where leadership reflects our diverse population and all voices are represented and have a seat at the table. NAWBO Kentucky will be broadly recognized as the most inclusive and diverse organization for entrepreneurial women in Kentucky by 2025.



mission

Our Mission is to help connect ALL women to the resources, people, information, and organizations that can help them achieve their personal, business, and advocacy goals.



objectives

The following objectives are to be achieved by September 30, 2022:

- Retain 80% of membership add 40 new members with a focus on diversity, equity, inclusion and belonging (DEIB).
- Attendance at virtual & local events will average 20 and statewide events will average 50.
- Generate partner and sponsor chapter contributions of \$45,000.
- Raise for the Foundation grants / \$50,000; Corporate / \$20,000; Capital Campaign / \$20,000.
- Increase awareness and engagement to launch two GROW programs.
- Plan and execute a financially successful EPIC 30th anniversary NAWBO KY celebration.
- Establish the framework for and launch two Mastermind groups.
- Represent NAWBO KY during the KY Small Business Caucus Lobbying Day



strategies

- Establish a NAWBO presence across the state of Kentucky.
- Focus on strengthening relationships with members, prospects, corporations, and affiliates.
- Communicate membership benefits through digital promotion, personal meetings, and events.
- Engage women business owners for fun networking and business growth
- Lead members and partners in advancing DEIB.
- Advocate for the interest of women business owners.
- Set sponsorship and partnership levels in recognition of women business owners' value.



action plans

- Schedule the online Leadership Series monthly, a statewide event at least quarterly, and rotating local networking events periodically.
- Use branded graphics to promote NAWBO KY events and adopt #NAWBOKY as a hashtag.
- Conduct a capital campaign through the Foundation.
- Engage with Community Colleges to build partnerships, GROW and Mastermind opportunities.
- Maintain a dynamic calendar with scheduled events and promote well in advance.
- Research and select Mastermind formats for NAWBO Kentucky.
- Brand and promote GROW & Mastermind opportunities and recruit members to join.
- Onboard members to committees.
- Educate and update members on advocacy issues.