



## WI Resolution Training Transcript - Module 3

Slide 1 – Welcome Back



Welcome back to the WI Resolution Training. This module will focus on getting started with building a resolution.

All resources referenced in the modules, as well as a transcript, are available under the 'Helpful Links' section below the video.

At the end of the module, you'll complete a short knowledge test. Upon successful completion of all four modules, you'll receive a certificate recognising your achievement.

Thank you for your interest in WI Campaigns, we hope you find the training useful.



## Slide 2 - Introduction to Getting Started

### Introduction to Getting Started

Remember:

- Choose an issue that you are passionate about.
- Carry out some research on why the issue is important.
- Be specific about what you want to change.
- Call on a particular organisation to do something.

Federations can also submit a resolution



Any member can take an idea and form it into a resolution submission. Resolutions are submitted on behalf of a WI and must be voted for and agreed by that WI. Federations can also submit a resolution.

You don't need to be an expert on the issue:


- Choose an issue that you are passionate about.
- Carry out some research on why the issue is important.
- Be specific about what you want to change.
- Call on a particular organisation to do something.

See the 'Helpful Links' section below this video for a link to the 'Resolution Submission Guidance Document'.

## Slide 3 – Criteria

### Criteria

- Topical
- Timely
- Targeted
- Achievable
- Partnership potential
- Accurate
- PR potential
- Appropriate




Some key criteria to consider are:

- Topical: it fits with the current areas of public and members' interests.

- Timely: is it not 'yesterday's news'.
- Targeted: the resolution has a clear and realistic objective.
- Achievable: the resolution is calling for something meaningful and sensible that can be achieved.
- Partnership potential: the WI's work will add value to the work of other organisations.
- Accurate: it reflects the current situation and does not use outdated or obsolete information as its basis.
- PR potential: there is potential to gain positive media coverage for the WI that could lead to an increase in membership, perhaps by challenging rather than reinforcing stereotypes about the organisation.
- Appropriate: it fits with the WI's charitable objects, history and ethos. We'll look at the charitable objects in more detail on the next slide.

#### Slide 4 – WI Charitable Objects

### WI Charitable Objects



---

- To advance the education of women and girls for the public benefit in all areas
- To promote sustainable development for the public benefit
- To advance health for the public benefit
- To advance citizenship for the public benefit by the promotion of civic responsibility and volunteering.

The main purposes of the Women's Institute as an organisation are:


- To advance the education of women and girls for the public benefit in all areas including (without limitation):
  - Local, national and international issues of political and social importance;
  - Music, drama and other cultural subjects; and
  - All branches of agriculture, crafts, home economics, science, health and social welfare;
- To promote sustainable development for the public benefit by:

- Educating people in the preservation, conservation and protection of the environment and the prudent use of natural resources; and
- Promoting sustainable means of achieving economic growth and regeneration;
- To advance health for the public benefit
- To advance citizenship for the public benefit by the promotion of civic responsibility and volunteering.

An important point to keep in mind when writing your resolution is that the NFWI operates in England, Wales and the Islands. This means that some issues are managed differently in the different countries. A resolution is unlikely to make it through to the shortlist if it only calls for change by a body which works in only one of the countries or addresses an issue which is not relevant to both England and Wales, and ideally to the Islands too.

#### Slide 5 - Finding the evidence


### Finding the Evidence



---

- Who is affected
- How they are affected
- Is it topical and timely
- How does it fit with current affairs
- How does it fit with the WI charitable objects

Find evidence to support the issue you are addressing




It's important to ensure you can support the issue you are addressing by finding evidence for the following areas:

- Who is affected
- How are they are affected
- Is it topical and timely
- How does it fit in with current affairs
- How does it fit in with the WI objects


## Slide 6 - Being Persuasive

### Being Persuasive



- Tip 1: Appeal to reason
- Tip 2: Appeal to emotion
- Tip 3: Appeal to their character

It's important for your submission to be as persuasive as possible



Persuasion is convincing others of your point of view, it's important your submission is as persuasive as possible. Here are some things to consider when writing persuasively:

- Research the topic well as you need to back up each point with evidence
- Emphasise the benefits or advantages
- Tell them the reason why what you're saying is so important
- State the disadvantages or give the contrasting point of view and give reasons why not to ignore the message
- Start with "The proposer is concerned that..."

Additionally, here are three tips to help with your resolution:

- **Tip 1: Appeal to reason.** Write to appeal to reason giving the facts and clear information. This relies on your research to be able to give the relevant and up to date facts.
- **Tip 2: Appeal to emotion.** Give the reader a chance to look to the future - the future if the resolution is passed and also a peek at what could happen if the resolution isn't passed – what could happen and how it could affect the reader.
- **Tip 3: Appeal to their character.** Ensure the reader knows they can trust that you are giving them the correct information. Give clear references (websites, books, magazines etc.) and details of any other sources of information.

## Slide 7 - Getting your WI and Federation on Board

### Getting your WI and Federation on Board



An individual member has to have the support of their WI to submit their resolution. A vote will be held within that WI to decide whether to submit the resolution.



Federations can also submit a resolution to the NFWI and will need to hold a vote for their Board of Trustees to approve it.

If a WI wants to submit a resolution, they need to make sure their Federation's Resolution Coordinator has signed it off before it is submitted to the NFWI – so it is well worth getting them involved as soon as possible.

This brings us to the end of module 3, we hope this has helped you get started with building your resolution.

## Slide 8 – Knowledge Test

### Knowledge Test



Congratulations on completing this module! Now, it's time for the knowledge test. There are five questions based on the material covered. If needed, feel free to review the slides to refresh your understanding.

Thank you for undertaking this training.