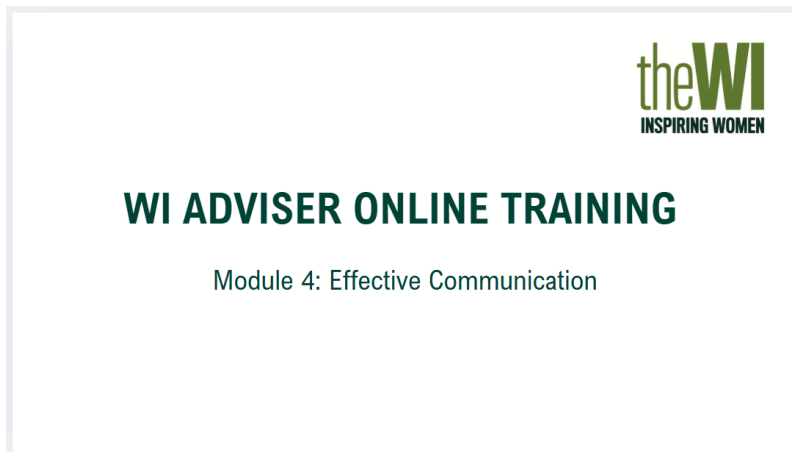


## WI Adviser Online Training Transcript – Module 4

### Slide 1 – Welcome



Welcome to the WI Adviser Online Training, we hope that you find the programme inspiring and that it supports you in your role as a WI Adviser.

If you haven't already done so, we recommend completing the WI Core Modules before beginning the WI Adviser training, as they provide helpful context and serve as a useful refresher. You'll find the link to these modules just below the video.

In this module we'll look at effective communication. Communication is at the heart of everything charities do, and the WI is no exception. As a WI Adviser, you will need think of ways to elevate the way trustees interact and adjust communication styles to align with their diverse audience needs and expectations.

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 so much for volunteering your valuable time as WI Adviser as your support is critical to WIs and federations in creating an enriching experience for our members and for the generations to come.

## Slide 2 – Introduction

### Effective Communication



- Why is it important to have conversations?
- How to build your programme?
- How to promote the WI?




In this module we will look at importance of communication to maintain a positive and productive environment. We will also explore tools that can be used to promote the WI to internal and external audiences.

We'll explore:

- Why it's important to have conversations
- How to build a WI programme
- And how to promote the WI


## Slide 3 – Effective Communication

### Effective Communication



**Why is it important to have conversations?**

- Communicating and consulting effectively with stakeholders
- Developing a culture of openness
- Engagement with our values



Conversations are essential to build connections. In your role as a WI Adviser, conversation is key – for example, with volunteers who have put themselves forward and decided to form a WI. WI Advisers need to be keen communicators, and it is particularly important to start those conversations prior to building the WI committee – to reinforce the NFWI's purpose, values, work, and governance through the appointed WI committee.

Remember, effective communication fosters a sense of community, engagement, and commitment among volunteers. This will not only strengthen the WI but also create a positive experience for all volunteers involved.

## Openness

Developing a culture of openness within the WI committee is crucial in demonstrating transparency and diversity of thought which embraces different opinions, backgrounds, and experiences in the committee's decision-making processes.

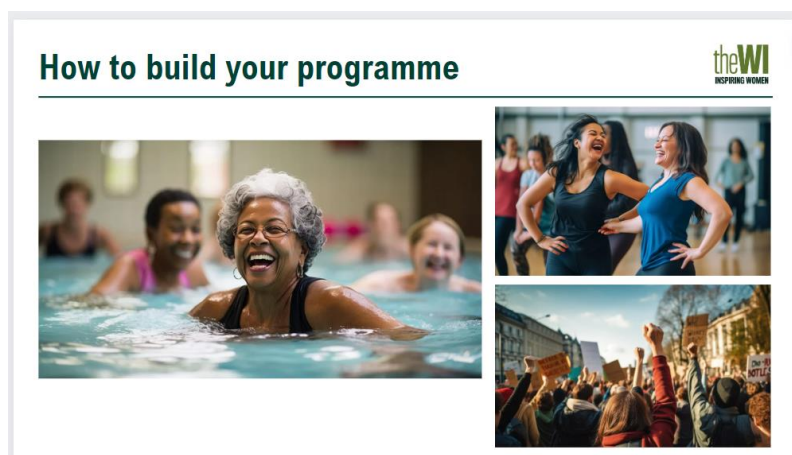
The WI is an organisation centred on friendship, campaigning, education, and fun. We are a place for all women where members are welcomed, supported and able to fully enjoy their membership and utilise all of the opportunities that come with it. To ensure the aims of the organisation are realised, members must abide by the [Code of Conduct](#) which sets out the behaviour expected of WI members. A copy of the Code of Conduct will be included in the WI Formation Pack, and it is important that you go through it with your WIs.

If there is conflict, conversation and clarity will support work through those differences to find commonalities for the benefit of the charity. Remember to seek support from specialist roles we covered in module 1. Alternatively, further training on conflict management and speaking with confidence are available via the WI Learning Hub.

## Engagement with our values

Communicating with members about the charity's work, and taking into account members views on key issues, is crucial in keeping members engaged with the activities and campaigns over the course of each year. It's important then, to consider, evaluate and choose the appropriate channels of communications to promote the WI externally, and to engage members to participate in the charity's governance, including serving on committees or being elected as trustees.

## **Slide 4 – How to build your programme**



As an Adviser, your support is invaluable in guiding WIs on how to develop a varied programme of speakers, activities, and events, including the all-important element of costing these accurately, for example speakers' fees, printing, transport, and entry costs, etc.

Keeping in mind the needs and abilities of all members will ensure the programme is accessible and inclusive. While it is not necessary, having a programme planning team made of committee and non-committee members can be useful in bringing a diversity of thought to building a fantastic programme to create a great member experience. As an

Adviser, you can help bridge those important connections and conversations between the committee and members to build and market a successful programme to the wider community.

More details on building the programme and the programme planning team can be found in the WI Handbook. Alternatively, please contact the Membership & Engagement Team.

## Slide 5 – Promoting your WI

### How to promote your WI

- Communicating with stakeholders
- Social media
- Local media
- Recruitment materials
- The WI logo

It's vital that the WI has a strong community presence






We know that many women are just not aware of the WI in their area, so it is vital that the WI has a strong community presence and continually encourages new members to join and as Advisers your role is invaluable in guiding WIs to the resources available. In the following slides we'll explore the following areas:


- Communicating with stakeholders
- Social media
- Local media
- Recruitment materials
- The WI logo

Let's get started!

## Slide 6 – Communicating with stakeholders

### Communicating with stakeholders

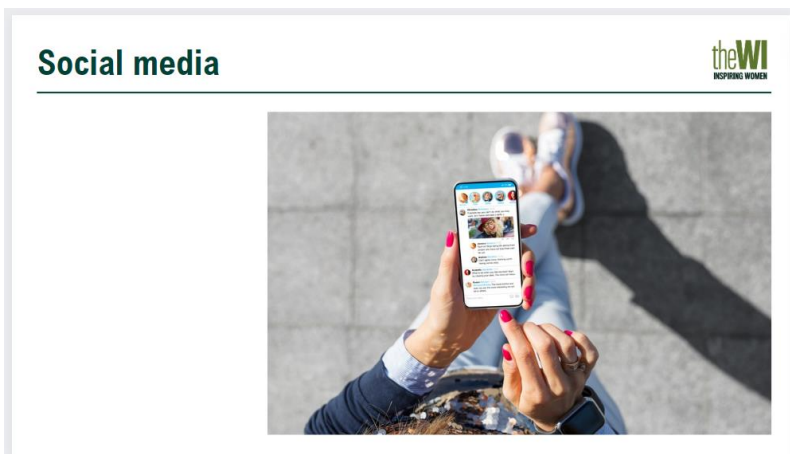




To ensure current and potential members can find out about a WI, it is important to promote it in the local area. This might be done using local websites and through local media channels, on social media, by distributing leaflets, and other forms of communication.

We know that many women are just not aware of the WI in their area, so it is vital that the WI has a strong community presence and continually encourages new members to join. Let's explore some of ways you can promote your WI.

## Slide 7 – Social media

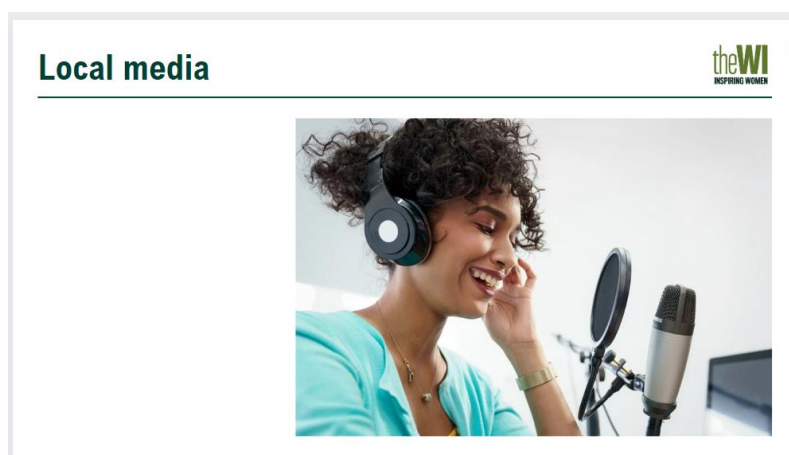


WIs are encouraged to use social media to promote their WI as it can be a convenient method of keeping in touch with current members, updating followers on WI activity, and challenging some common misconceptions about the WI.

Other WI's find Facebook and Instagram useful places to talk and engage – great for sharing visuals and videos too. But, as with all social media remember don't feed the trolls.

Further guidance on setting up social media pages for your WI can be found on My WI under the 'Communications and PR' tab where there is a [Social Media Guide](#). Please also refer to the [NFWI's Social Media Policy](#) on My WI.

## Slide 8 – Local media



Engaging with local media can be a great way to publicise a WI, and you might approach a local newspaper, radio, or TV (the latter two will want a strong story to cover – so think about what you want to say that makes your WI special). We published a useful article in [March 2024's issue of WI Life](#), which you can find via My WI, which includes advice on putting together media lists, writing a press release, taking photographs and more!

## Slide 9 – Recruitment materials



The NFWI has created a set of [recruitment materials](#) including a 'become a member' leaflet, flyers and posters that can be downloaded from My WI, and distributed or displayed in your local area.

## Slide 10 – Using the WI logo



As the WI logo has been trademarked, WIs can only use it once they have signed the trademark agreement with their federation. If a WI has not signed this agreement, they should contact their federation office. Always include the name of the WI when using the WI logo to promote it. This is to show the communication is from an individual WI and not the NFWI.





## Slide 11 – Summary of Learning

### Summary of Learning

- Why is it important to have conversations?
- How to build your programme?
- How to promote the WI?

We hope you have learned something new or refreshed your knowledge!





As WI Advisers, you will be guiding and supporting WIs through the communication process. You will bring transparency to an area which is extremely important to build trust, improve branding, enhance decision-making, and protect the organisation's reputation, hence the expected standards of behaviour that are outlined in our Code of Conduct for anyone associated with the charity.

In this module we've explored:

- Why it's important to have conversations
- How to build a programme
- And how to promote the WI


## Slide 12 – What does this mean to me as a WI Adviser?

### What does this mean to me as a WI Adviser?

**Key highlights**

- Connection
- Communication
- Collaboration

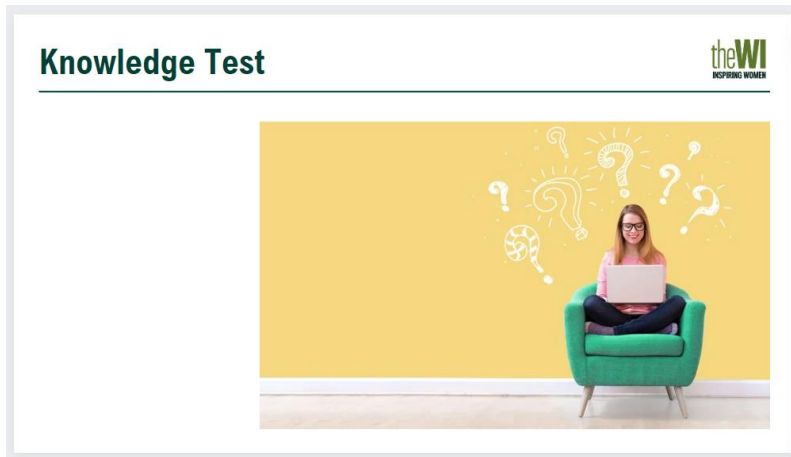
*'Imagine if Batman never left the Bat Cave. Or if Superman spent all day in the Fortress of Solitude, watching TV. Not very compelling, is it? The fact is that superheroes need to interact with other people, or their superpowers go to waste. The same is true for you.'* (Marta Wilson, Forbes 2020)



As WI Advisers you are the superheroes of the organisation and we really encourage you to use your superpowers to create that culture where every member feels valued; feels part of the WI. Work with the WIs, help build strong bonds, help create space for everyone to speak, help bring members together, all of which will bring the best out of the WI committees.

Grow your superpowers by exploring so much more about this module in the WI Handbook and please get in touch with the Membership & Engagement Team if you require further guidance.

### Slide 13 – Knowledge Test



Well done, you have reached the end of the WI Adviser online training. We have prepared a final test covering questions from all modules of the training.

Thank you so much for volunteering your valuable time. Please do not hesitate to contact the NFWI should you have any questions or require support. We wish you the very best in your journey as a WI Adviser.