



## President's Message

### The Impact Intent

I'm often asked why women become or don't become Impact100 NWF Members. At first, I struggled with a response. Over time, and more familiarity with the organization as a whole – and our chapter in particular, I started thinking about our intent through the three primary activities and the appeal they have for different women – Recruiting Events, Summer Socials, and the Area Review Committees & Annual Meeting. Each of the Impact100 NWF intentional activities during the year focus on a specific population and have a specific purpose. I've found that just about every Impact100 NWF woman can tell you where her passion and interests lie. Realizing that, it was clear that women who "got" our intent joined, and those who did not "get it" ... well, you know. That also made me think about how many others get that question or have that thought, so I want to take time this month and explain our three focus areas in terms of "The Impact Intent."

**Recruiting Events** – Some women join Impact100 NWF because they were intentionally invited. These events, and women, are the backbone of our Chapter; they give us our donors. Taking place between November and April, Recruiting Events focus on our guests and those members who have not yet rejoined. They aren't really about or focused on renewed members, because they have already been "recruited." Recruiting Events are planned with speakers and information that appeals to and informs women who don't know much about us and have questions. They provide a time for us to explain who we are, what we do, why we do it, how we do it, and for whom we do it – recruiting women to join us in our Mission. Every Board Member and Member should be focused on welcoming newcomers, potential members, and guests; not just on having fun with each other. The time for that is later in the year (smile).

**Summer Socials** – Some women join Impact100 NWF for the socialization and networking opportunities because Impact100 NWF women are involved and generous women. The Socials take place from June through September and are for Members only. They are just for us. It's our time to take a breath and relax from the efforts of recruiting and reaching our Membership, and therefore our giving, goals. The focus is on Members getting to know each other. They happen all over the two-county area to make it easy for everyone to have at least one opportunity to participate. No presentations or speakers, just a good time and laughter with each other. We *know* how to have fun and we *really* know how to throw a party and celebrate (smile)!

**Area Review Committees & Annual Meeting** – Some women join Impact100 NWF because they have a desire to better their community and meet the needs of others. These events are really the reason we exist. This is when we vet, assess, and select which non-profit organizations in the Okaloosa-Walton County areas will receive a \$100K Grant from us. It is the most serious of all our intents and takes place between July and October. Only Members who have signed up to serve on one of the five Area Review Committees have the responsibility for vetting and presenting the most transformational projects to the entire Membership at the Annual Meeting. Only Members, who choose to participate, have the opportunity to view the non-profit finalist organization presentations and vote to select which ones will be funded during the next

two years. At the Annual Meeting, only Members are present, along with the finalists. The focus throughout this process is on the non-profit organizations, not the Members. Committees and Members work to make the non-profit organizations feel welcomed and important – because, for us they are. Without them, there would be no reason for Impact100 NWF to exist. And, it's important for our community that we do!

Some women join Impact100 NWF for one, two, or even all three reasons. Now that we are out of our intense Recruiting period, if you are a Member, I encourage you to start talking with a woman you know who did not join us this year and start having conversations about next year and share the Impact100 NWF Intent with her. It's never too early to become a member for 2022 and we can use every single woman in our two-county area if we are to meet the increasing need of our non-profit organizations.

My guess is that every woman in Okaloosa or Walton County can “relate” to at least one of these intents and therefore, has a reason to become part of Impact100 of Northwest Florida. What about you? Which of our intentional areas most appeals to you? I'd love to know ([president@impactnwf.org](mailto:president@impactnwf.org)). I'd especially like to know why, if you chose not to become a part of the women of Impact100 NWF; because that will help us become better.

So, if you see me at one of the Summer Socials or Area Review Committee Meetings or the Annual Meeting, please come say “Hi” and tell me your favorite Impact Intent!



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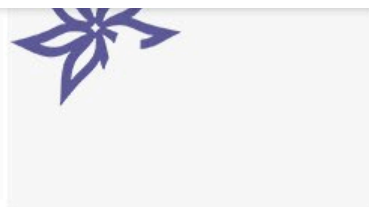
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