

6 Finances, Dues, Sponsoring

6.1 Adequate Membership dues

Why is it that part of our members do not see that BPW need for money to guaranty a reliable administration to ensure that the numerous voluntary work contributions are used and integrated? Why are too many women not interested in investing in gender equality?

See text 4.3. Profile of Members who act out the penny pincher mentality

If it takes a half an hour to discuss a fee increase from 8 to 10 US\$ something is wrong and such a group will not survive, what later on in fact happened to this group.

Members have to be aware of the sense and purpose of the organization they belong too. BPW is not a low price leisure club, even though leisure is a part of our being together. The goal of BPW is to reach gender equality and many members are motivated to invest a lot in voluntary work. The idea that voluntary work doesn't cost anything is wrong. The many pieces of voluntary work have to be integrated into the whole which requires a very reliable administrative back office with paid staff. Women not only block themselves but even abuse each other because they do not understand that an organization with voluntary working members depend on a reliable paid staff back-office.

For example: For the Members of the International Executive Board it doesn't make sense to read all the Annual Reports of the Affiliates. What makes sense is to have a paid staff who not only reads the reports but also analyses, summarises and compares the results. Such a report would offer the International Executive Board facts and content which is not only basic for leadership decisions but crucial for feedback and distribution to our Affiliates. In this regard men act very differently, for men investments are self-evident, men in general respect their performance much more than women. In 2005 the one million members of Rotary International had 200 paid staff in its back-office.

Penny pincher mentality can be acted out in super markets but in BPW it destroys our work and the respect for our performances

How can more women realize that investing in their own organization is the best investment in gender equality?

A list with all the administrative support necessary to guaranty the integration of all important voluntary contributions on the international level is imperative. This plan will be used as a reference for budgeting which shows members which services BPW International has to guaranty so that contributions do not get ignored and lost. **A taskforce** should discuss and list all administrative needs, calculate the requested amount of money, put together a budget and submit a draft to the Executive Board. It is to hope that if members can clearly see for what funds BPW has to invest money, a majority will be motivated to provide the requested investments.

6.2 VALUE of voluntary work offered by BPW leaders and members

Often we look at voluntary work as if it has no value, but our leaders sponsor a lot by their voluntary commitments.

For example an international president who is not retired sponsors easily ½ mil. US\$.

Missed income during 3 years = 300'000 US\$

Missed income during 3 years of Vice presidency = 150'000 US\$

1 year immediate Past President completing Congress, Congress minutes etc. = 50'000

= ½ Mio. US\$ **sponsoring for BPW**, which is a considerable amount of money. If we add

all the sponsoring of our officers around the globe, the committees, taskforces, projects chairs and the many members who work for BPW, BPW members sponsor a lot of money.

We should make this kind of sponsoring very transparent. If members conclude, that such a huge sponsoring sum justifies paying low membership fees, we have to make clear why this conclusion is wrong. On the contrary, the more voluntary work we offer, the more the contributions

Making the **voluntary work sponsoring** more transparent and also the **fact** that this **sponsored performance cannot compensate a very reliable back-office with paid staff** but on the contrary, requests a very reliable back-office with paid staff, is imperative.

SPECIAL TASK for a taskforce and a research request for a university student who is looking for a diploma topic. Estimation of money invested in voluntary work in BPW

Becoming conscious of the value of the work presidents, officers and members invests on all levels should convince the members to invest the money. Volunteers need to have sufficient working conditions so that their commitments do not get lost again and again.

6.3...President's Office and investment in optimal administration

Text: "4.4 President's Office and reliable administration".

BPW International started to appoint paid Experts and Administrators for different tasks under the umbrella of the President's Office. **This system has to be adapted.** Compared to one fixed place and office where all the tasks are done by an Office Director of BPW International, the system with different freelancer experts is flexible and provides best performances for a low investment. But the administrative tasks have increased so much that a Director of the President's Office which changes each term with the President is not a good solution anymore. Due to the digital age where all documents and communication are digital, a special office is not needed anymore but a freelance Director of the President's Office who has the overview and passes on the administrative know-how from term to term. Paid experts for different well defined tasks is still a very good model as changing an expert is much easier than changing a person who is responsible for all tasks.

The President's Office is required to forward a list of all paid experts with their financial contribution

6.4 Friend & Fellows

Members who are motivated to invest more money in BPW than their dues, can register as a Friend or Fellow.

The "Friend & Fellows" have to be promoted aggressively and organized in a reliable manner. For some years BPW has lost a considerable amount of income because the "Friends & Fellows" are neither promoted nor organized well. It is urgent that the situation has to be changed.

A Taskforce cooperating with a paid freelance Expert who is responsible for the administration, the list of all Friends and Fellows, the collection of the money, the follow up with member to request renewals and the reports, should bring the “Friends & Fellows” back to success.

6.5 Advantages and disadvantages of BPW Foundations

Up to now foundations were established on the level of Federations. The Foundations which were created up to now got the money from the government to support women’s issues.

BPW USA and BPW Italy have established foundations. For a while the foundations did a very good job and mutual empowerment took place. Unfortunately some years ago the foundation of BPW USA caused the crash of the BPW USA network.

The BPW Italy foundation FIDPA empowered the network BPW Italy very much. For some time now there have been serious difficulties there too.

Foundations are a very good tool and require very committed personalities to establish and to run them. It would be important to analyse the pros and cons of BPW foundations and to find regulations which empower a Federation and a Foundation and facilitate the cooperation.

6.6 Professional Sponsoring

Sponsoring today has to be done professionally, an expert must be hired which means an investment of about 100’000 US\$ in advance.

A list of projects which needs sponsorship has to be put together and the different projects have to be described along with the rules a sponsor requests.

Examples of projects which are looking for sponsors

- Leaders’ Summit New York
- Regional Leaders’ Summits
- Online Competence Centre
- Webinars
- Information videos
- etc.

A Taskforce should prepare a professional sponsoring.