

Convention Copenhagen Vision 2024

"MAKING CLUBS AND DISTRICTS EFFECTIVE & VIBRANT ".

Inner Wheel is one of the largest women's volunteer organizations. However, we have our own problems, and one of the biggest ones is that our members are getting older. Therefore we also have difficulty getting new members and finding people to fill positions of trust. How to recruit new members so that we can remain efficient and dynamic?

Within Inner Wheel Finland these problems are very current. Last year, two clubs ceased to function due to aging of the existing members, and lack of new members and people eager to accept positions of trust.

The clubs and their vibrancy are the most important things in Inner Wheel.

A functional and informative website is the key. Inner Wheel Finland's website is available at: www.innerwheel.fi. The most essential function of the website is to provide information about issues and events for the members, but an up-to-date website can also attract new members. The website is a window to international availability.

When it comes to a website, we must remember that a picture says more than words. A stiff pose is not ideal if that's all there is. The images should include action and show that we have a good time together.

The National Council has provided education for members around Finland, in altogether six areas, so that the clubs and the districts are able to update their events and program on the shared website.

The board is faced with the challenging task of planning interesting program for the clubs. Visits to nearby areas and guests at the meetings can make things for appealing for current members as well as those interested in membership. The clubs also co-operate by making visits and planning bigger projects together. The districts have supported co-operation projects of this kind.

It was important for us to separate ourselves from the Rotary Club background. Now we can invite women, whose world view is similar to Inner Wheel's, to participate. This will be showing in our organization with a few years' delay.

In Finland, the actions of the districts easily remain invisible. However, every district has arranged absolutely fantastic events which have also received international attention. National media has noticed our events, but sometimes it has been difficult to reach the news. Newsletters, press releases and pictures can broaden public interest in Inner Wheel, little by little.

We must remember that many other organizations are fighting for young women's time and attention too, especially in social media. So let's keep our website in prime condition. We can use Twitter, follow each others' tweets, and publicize our functions on Facebook. We can venture outside our own language group and use English, we can send friend requests, and share interesting events. In other words, gain visibility. Let's go where younger women already spend their time. This is the future and we must keep up with it.

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