

Saskatoon Woodworkers Guild

Strategic Action Tables

Strategic Pathway 1: Membership and Mentorship

Goal: Members feel connected, supported, and inspired to learn, teach, and participate actively in Guild life.

Key Outcomes

- Improved member retention
- Increased participation at meetings
- Strong intergenerational knowledge sharing
- Greater sense of belonging

Action	Initiative	Description	Who? (Lead)	Who? (Support, Partners)	Timeline	Outcomes	Notes/Notes
Strengthen Membership	Establish voluntary mentor-buddy system	Pair new members with experienced woodworkers who provide informal guidance, introductions, and encouragement during their first year.	Executive to find out who is interested			Increased retention of new members, Stronger knowledge sharing between experienced and newer members	
	Recognize mentorship contributions annually	Celebrate and acknowledge members who support others through mentorship and knowledge-sharing.				Increased willingness to mentor, Stronger culture of appreciation and participation	
Foster Member Connection	Host social and skills-exchange nights	Create informal gatherings where members connect socially while sharing skills, projects, and experiences.				Increased meeting participation, Stronger sense of community among members	
	Organize shop tours and informal gatherings	Provide opportunities for members to visit one another's workshops and learn through peer exchange.				Increased relationship-building among members, Expanded informal learning opportunities	

Action	Initiative	Description	Who? (Lead)	Who? (Support, Partners)	Timeline	Outcomes	Notes/Notes
	Encourage show-and-tell participation	Invite members to regularly share projects, techniques, or lessons learned during meetings.				Greater member engagement during meetings, Increased confidence in sharing skills and experiences	
Reduce Participation Barriers	Maintain updated membership database	Consolidate existing contact info, categorize members by interest (e.g., turners, carvers), and track engagement.	Executive, treasurer, president, secretary			Improved communication with members, Better coordination of programs and volunteer opportunities	
	Pilot ride-share coordination	Support transportation coordination among members to improve accessibility and encourage attendance.				Increased participation from members facing travel barriers, Return of previously inactive or long-time members	
	Improve hybrid meeting access	Strengthen virtual participation options so members can engage regardless of location or mobility.	Trent, Glen, Cam			Increased participation from remote members, Improved accessibility and continuity of engagement	

Strategic Pathway 2: Digital Presence

Goal: Members and the public can easily access Guild information, learning resources, and activities.

Key Outcomes:

- Improved communication consistency
- Increased online engagement
- Expanded access to Guild knowledge

Action	Initiative	Description	Who? (Lead)	Who? (Support, Partners)	Timeline	Outcomes	Status/Notes
Strengthen Communications	Maintain regular website and newsletter updates	Keep the Guild website and newsletter current with clear, timely information about meetings, events, and opportunities.				Improved consistency of communication with members and the public, Increased awareness of Guild activities and programs	
	Share member projects monthly	Highlight member projects and achievements online to showcase Guild activity and encourage participation.				Increased online engagement and interaction, Greater recognition of member skills and contributions	
	Track engagement metrics	Monitor website visits, newsletter engagement, and online participation to understand what information members and the public are using.				Better-informed communication decisions, Improved effectiveness of digital outreach	
Support Hybrid Participation	Standardize meeting technology setup	Establish a consistent and reliable technology setup to support both in-person and virtual participation.				Improved meeting accessibility for remote members, More reliable hybrid meeting experiences	

Action	Initiative	Description	Who? (Lead)	Who? (Support, Partners)	Timeline	Outcomes	Status/Notes
	Record demonstrations and presentations	Capture demonstrations and presentations to create a digital archive accessible to members who cannot attend live.				Expanded access to learning resource, Preservation of Guild knowledge and expertise	
	Assign ongoing tech support volunteers	Designate volunteers to manage technology setup and provide support during meetings and events.				Reduced technical disruptions, Shared responsibility for maintaining digital participation	

Strategic Pathway 3: Partnerships & Collaboration

Goal: The Guild is a collaborative partner contributing to Saskatoon's maker, education, and creative communities.

Key Outcomes

- Increased joint programming
- Expanded sponsorship opportunities
- Shared resources and audiences

Action	Initiative	Description	Who? (Lead)	Who? (Support, Partners)	Timeline	Outcomes	Status/Notes
Strengthen Community Partnerships	Identify annual partnership priorities	Identify a small number of community partners each year to focus collaboration efforts and align projects with Guild capacity and interests.				Clearer direction for partnership efforts, Increased number of active collaborative projects	
	Assign partnership liaison roles	Designate members to maintain relationships and coordinate communication with partner organizations.				Stronger and more consistent partner relationships, Improved coordination of joint initiatives	
	Develop collaborative projects	Work with community groups to deliver shared activities such as workshops, demonstrations, or build projects (e.g., garden box classes).				Increased number of joint programs or events, Expanded community awareness of the Guild	

Action	Initiative	Description	Who? (Lead)	Who? (Support, Partners)	Timeline	Outcomes	Status/Notes
Connect with the Maker Ecosystem	Participate in hobbyist and maker events	Represent the Guild at external fairs and hobbyist events to showcase member work and connect with new audiences.				New contacts and membership leads generated, Increased visibility within the maker community	
	Collaborate with turning, carving, and related groups	Partner with complementary guilds and maker groups to co-host events, share equipment, and support mutual promotion.				Increased shared programming opportunities, Stronger relationships across woodworking communities	
	Explore shared insurance or joint initiatives where appropriate	Assess opportunities to collaborate administratively or operationally with related groups to reduce costs and improve efficiency.				More efficient use of resources, Increased collaboration between partner organizations	
Build Business Relationships	Maintain sponsor outreach visits	Continue regular outreach to local businesses and past supporters to maintain relationships and explore collaboration opportunities.				Increased sponsor engagement and support, Strengthened long-term business relationships	

Action	Initiative	Description	Who? (Lead)	Who? (Support, Partners)	Timeline	Outcomes	Status/Notes
	Share Guild promotional materials with partners	Provide brochures and updated information to partner organizations to increase awareness of Guild activities.				Improved public awareness through partner networks, Increased referrals and event participation	
	Develop mutually beneficial sponsorship opportunities	Create partnership arrangements that provide value to both the Guild and supporting businesses through visibility and collaboration.				Increased donations or in-kind contributions, Sustainable sponsorship relationships established	

Strategic Pathway 4: Governance & Leadership

Goal: The Guild operates with confident leadership, clear roles, and smooth succession between volunteers.

Key Outcomes

- Reduced executive burnout
- Easier leadership transitions
- Improved organizational continuity

Action	Initiative	Description	Who? (Lead)	Who? (Support, Partners)	Timeline	Outcomes	Status/Notes
Strengthen Leadership Recruitment	Begin succession conversations early	Start informal conversations with members well in advance of leadership transitions to identify interest and prepare future Executive members.	Executive			Leadership roles filled more consistently, Reduced last-minute recruitment pressure	
	Personally invite emerging leaders	Encourage participation by directly inviting members with interest or skills to consider leadership or committee roles.				Increased willingness to take on leadership roles, Broader participation beyond existing volunteers	
	Distribute roles across committees	Share responsibilities among committees to reduce workload on individual Executive members and build leadership capacity.				Reduced burnout, Increased member involvement in Guild operations	

Action	Initiative	Description	Who? (Lead)	Who? (Support, Partners)	Timeline	Outcomes	Status/Notes
Improve Organizational Knowledge	Develop executive role guides	Document responsibilities, expectations, and resources for each Executive and committee role to support continuity.				Easier onboarding for new leaders, Greater clarity in roles and responsibilities	
	Create shared digital archive	Maintain a centralized digital space for agendas, minutes, contacts, and key documents accessible to current and future leaders.				Improved access to organizational information, Reduced loss of knowledge during transitions	
	Maintain annual transition process	Establish a consistent yearly handover process where outgoing leaders share materials and lessons learned with incoming volunteers.				Smoother leadership transitions, Stronger organizational continuity year to year	

Strategic Pathway 5: Creative & Sustainable Funding

Goal: The Guild maintains stable financial resources that support programming and long-term growth.

Key Outcomes

- Diversified revenue sources
- Increased financial confidence
- Stronger community support

Action	Initiative	Description	Who? (Lead)	Who? (Support, Partners)	Timeline	Outcomes	Status/Notes
Expand Event-Based Fundraising	Pilot wooden art silent auction	Host an annual event where members donate handcrafted pieces for a silent auction that raises funds while showcasing Guild talent.				Increased funds raised to support Guild activities, Greater public awareness of member craftsmanship	
	Host wood raffles	Run regular raffles featuring donated or unique wood stock to generate modest, ongoing fundraising revenue.				Consistent small-scale fundraising income, Increased participation and engagement at meetings	
	Integrate fundraising into existing events	Incorporate simple fundraising opportunities into established Guild activities to build revenue without adding significant workload.				Expanded fundraising opportunities with minimal additional effort, Increased member awareness and support of Guild sustainability	

Action	Initiative	Description	Who? (Lead)	Who? (Support, Partners)	Timeline	Outcomes	Status/Notes
Explore Social Enterprise Opportunities	Assess feasibility of product sales	Evaluate opportunities for the Guild to sell member-made or Guild-supported products through markets, fairs, or events.				Clear understanding of viable revenue opportunities, Informed decision-making about future fundraising models	
	Test small-scale market participation	Pilot participation in markets or fairs to explore demand and logistics for product-based fundraising.				Practical insight into sales potential and volunteer capacity, New community exposure for the Guild	
	Present recommendations to Executive	Compile findings from fundraising and social enterprise exploration to guide future decisions and priorities.				Clear direction for future fundraising efforts, Increased confidence in financial planning decisions	

Strategic Pathway 6: Community Engagement & Visibility

Goal: The Saskatchewan Woodworkers Guild is widely recognized as a welcoming, active community where people discover woodworking, connect with others, and celebrate craftsmanship.

Key Outcomes

- Increased public awareness of the Guild
- Growth in new and younger members
- Stronger community partnerships
- Increased participation in public events

Action	Initiative	Description	Who? (Lead)	Who? (Support, Partners)	Timeline	Outcomes	Status/Notes
Increase Public Presence	Host regular public demonstrations and outreach events	Members set up demo booths at mall atriums, heritage festivals, or farmer's markets with tools, works-in-progress, and sign-up sheets	Committee	Dave, Paul		Increased attendance at events, positive participant feedback, awareness of woodworking and SWG	Specific committee working on this
	Participate in maker fairs and community festivals	The Guild participates in community events to connect with broader maker and creative audiences.				Expanded reach to new audiences, Increased membership inquiries and partnerships	
	Develop portable display materials and demo kits	Create reusable materials that allow members to easily and consistently represent the Guild at outreach events.				More consistent Guild visibility and messaging, Increased number of outreach opportunities supported	

Action	Initiative	Description	Who? (Lead)	Who? (Support, Partners)	Timeline	Outcomes	Status/Notes
Tell the Guild's Story	Launch "Why Woodworking?" member storytelling campaign	Writeup a short piece entitled "why woodworking?" to put through next door neighbour app or Facebook/social media, and used as an insert added to our brochures that are put in the stores	Cam, social media person			Increased engagement rates	
	Share projects and member profiles online	Regularly feature member projects to celebrate craftsmanship and showcase Guild activities.				Increased digital engagement, Stronger recognition of member skills and contributions	
	Expand newsletter and social media contributions	Encourage members to contribute content to support consistent and shared communications.	Designated social media person			More regular communication with members and the public, Reduced reliance on a small number of volunteers	
Create Accessible Entry Points	Offer beginner-friendly workshops	Create hands-on, low-barrier introductory woodworking sessions led by experienced members in accessible venues. Simple weekend courses (e.g., birdhouses, cutting boards) at schools, libraries, or senior centres.	Paul, Trent			Increased class attendance, participant satisfaction (measured in post-attendance surveys)	

Action	Initiative	Description	Who? (Lead)	Who? (Support, Partners)	Timeline	Outcomes	Status/Notes
	Partner with schools, libraries, and community centres	Work with community organizations to deliver accessible woodworking experiences in shared spaces.				Expanded community reach, New partnership opportunities	
	Develop clear pathways from public events to membership	Create simple follow-up processes that guide interested participants toward Guild involvement.				Improved onboarding experience, Increased membership growth and retention	

Strategic Pathway 7: Programming & Space

Goal: Members have consistent opportunities to learn, teach, and create together in safe and accessible environments.

Key Outcomes:

- Programs aligned with member interests
- Increased participation in workshops
- Clear direction for future facility planning

Action	Initiative	Description	Who? (Lead)	Who? (Support, Partners)	Timeline	Outcomes	Status/Notes
Expand Learning Opportunities	Annual member programming survey	Gather regular feedback from members to ensure workshops, demonstrations, and schedules reflect current interests and learning needs.	President, secretary			Programs better aligned with member priorities, Increased participation in workshops and activities	
	Regular demonstrations and workshops	Offer ongoing demonstrations and hands-on workshops that support skill development and knowledge-sharing among members.				Increased member participation and learning opportunities, Greater involvement from members as presenters or instructors	

Action	Initiative	Description	Who? (Lead)	Who? (Support, Partners)	Timeline	Outcomes	Status/Notes
	Record and archive demonstrations	Capture demonstrations and presentations to create a shared learning library accessible to current and future members.	Videographer	Hub City Turners (A/V Equipment – Projector)		Expanded access to Guild knowledge and skills, Improved continuity of learning for members unable to attend in person	
Improve Guild Spaces	Prioritize safety and lighting improvements	Improve lighting, layout, and workspace organization to support safe and comfortable woodworking activities.	Trent	Hub City Turners (A/V equipment)		Safer and more functional workspace, Increased member satisfaction and participation	
	Coordinate shared equipment use	Work collaboratively with partners to share tools and equipment efficiently and reduce duplication of resources.				Improved access to equipment for members, Stronger collaboration with partner groups	
	Plan gradual upgrades aligned with Bus Barn future	Make incremental improvements to current facilities while preparing for future relocation or expansion opportunities.				Clear transition readiness for future space, More efficient use of current resources	
Explore Future Space Opportunities	Pilot maker space pop-ups	Test temporary woodworking spaces in	Members who have school/community center connections			Increased community participation,	

Action	Initiative	Description	Who? (Lead)	Who? (Support, Partners)	Timeline	Outcomes	Status/Notes
		community locations to introduce programming and assess interest in expanded facilities.				Better understanding of long-term space needs	
	Test community workshop days	Host occasional open workshop days to explore new program formats and attract potential members.				Increased public engagement, New participants introduced to the Guild	
	Gather feedback to inform long-term planning	Collect member and participant feedback to guide future decisions about programming and facility development.				Evidence-based planning decisions, Stronger alignment between member needs and future investments	

Strategic Pathway 8: Volunteer Leadership & Involvement

Goal: Volunteer leadership is distributed, supported, and rewarding, ensuring the Guild remains member-driven.

Key Outcomes:

- Increased volunteer participation
- Reduced reliance on a few individuals
- Strong culture of shared ownership

Action	Initiative	Description	Who? (Lead)	Who? (Support, Partners)	Timeline	Outcomes	Status/Notes
Create Clear Volunteer Pathways	Ask new members about interests during onboarding	Identify new members' skills, interests, and available time early to connect them with meaningful volunteer opportunities.				Increased volunteer participation from new members, Better alignment between member skills and Guild needs	
	Offer small, time-limited volunteer roles	Provide clearly defined volunteer tasks with manageable time commitments to make participation approachable and flexible.				Reduced barriers to volunteering, Increased number of members contributing to Guild activities	
	Match volunteers to strategic pathways	Connect volunteers to specific initiatives within the strategic plan based on their interests, abilities, and availability.				Improved progress on strategic initiatives, More balanced distribution of volunteer workload	
Support and Recognize Volunteers	Quarterly volunteer check-ins	Regularly connect with volunteers to review workload, identify support needs, and improve efficiency across projects.				Reduced volunteer burnout, Improved coordination and project follow-through	

Action	Initiative	Description	Who? (Lead)	Who? (Support, Partners)	Timeline	Outcomes	Status/Notes
	Maintain shared task list	Use a shared task list to track activities, reassign work when needed, and keep volunteers engaged when projects are delayed.				Better continuity of work across initiatives, Increased efficiency and clarity around responsibilities	
	Celebrate contributions publicly	Recognize volunteer contributions through meetings, communications, and events to reinforce appreciation and shared ownership.				Stronger culture of recognition and belonging, Increased motivation to participate in volunteer roles	