## Dream Café Exercise

**Today is November 8, 2019**

The Region 4 FAWCO clubs have collaborated with each other and are considered a networking model for other regions! The six clubs have carefully chosen shared events that show the strength of a regional collaboration. As a result, FAWCO is recognized in Region 4 to have raised membership levels in the clubs by 85% through improved social media channels, increased advertising revenues and corporate sponsors through regional contracts rather than per individual club, tripled the amount of fundraising proceeds for the Target program and local charities; and finally, were publicly recognized by National Cancer registries for providing heart pillows to the top regional hospitals to support women after surgery.

As a member of one of region 4 clubs that was elemental in achieving this success, you have been invited to present your club collaboration success story to the FAWCO Board. As you prepare your presentation the evening before the conference, you relax in your hotel room and remember all the exciting and challenging things that have happened in the past 5 years. Consider the following questions and answer the ones that speak to you the most.

* Describe regional club collaboration today in 2019. What is it? Where is it applied? How does it contribute to your club’s success? How is this different than 5 years ago in 2014?
* What are the major changes that have been implemented in how your club deals with other region 4 clubs in terms of membership drives, fundraising, communications, events and activities? Consider process, people, technology, finances…
* What has been the impact to the various parties involved in your club? Consider budget, Boards, administration, volunteers, members….
* What were the major milestones over the past 5 years to get to where we are now?
* What issues and barriers did your club encounter during the implementing a collaborative region? What “holy cows‟ needed to be slaughtered? (Remember: holy cows make the best burgers….)
* There was a first project in 2014 in which a new way of collaboration with region 4 clubs was first implemented. What project was that and what were the key learnings?