



# Strategic Plan

## 2026-2030

<b>Facilitated by</b>	Miranda Cohen, Change Wave Consulting
<b>Last updated</b>	January 19, 2026

## Table of Contents



<b>Introduction</b>	<b>3</b>
<b>Mission, Vision, Values</b>	<b>3</b>
Mission	4
Vision	4
Values	4
<b>History</b>	<b>5</b>
<b>Setting the Strategic Vision</b>	<b>7</b>
<b>Goals, Objectives, and Action Steps</b>	<b>8</b>
Four Areas of Focus	8
Membership	9
Programs	11
Development	16
Communications	18
<b>Conclusion</b>	<b>19</b>
Appendix I: Environmental Scan	20
Key Findings	20



## Introduction

For more than half a century, **American Women for International Understanding (AWIU)** has stood as a bridge—connecting women across borders, fostering understanding among cultures, and advancing opportunities for women and girls worldwide. Founded in 1968 during a time of profound global transformation, AWIU emerged with a simple yet powerful vision: that meaningful personal connections can serve as the foundation for peace, equality, and global cooperation.

This **2026–2030 Strategic Plan** builds upon that enduring legacy. It reflects a thoughtful and collaborative planning process that engaged members, chapter leaders, board members, partners, and program participants. Together, we examined AWIU’s history and current landscape, identified opportunities for growth, and charted a course toward a more connected, inclusive, and sustainable future.

Over the next five years, AWIU will focus on strengthening its organizational core while deepening its global impact. This means nurturing membership and engagement across generations, expanding programs that empower women and girls, and growing the organizational capacity needed to sustain our mission for decades to come.

Guided by our mission—to build bridges of international understanding through personal exchange and collaboration—and grounded in our values of **understanding, learning, community, and social responsibility**, this plan envisions a dynamic and resilient AWIU. We will continue to create spaces for women to learn from one another, celebrate courage and leadership, and transform global challenges into opportunities for shared growth.

As we look to 2030, AWIU reaffirms its commitment to the power of women’s leadership and the belief that when women connect across cultures, the world becomes more just, compassionate, and interconnected. This plan is not just a roadmap—it is an invitation to every member and partner to participate in shaping the next chapter of AWIU’s extraordinary story.

## Mission, Vision, Values

At the heart of our work is a deep belief that meaningful connections between people can transform the world. In 2023, AWIU updated its mission, vision, and values guided by our shared understanding of the importance of sisterhood and international connection. Through our mission to build bridges of international understanding through personal exchange and collaboration, we envision a compassionate and interconnected global community grounded in equality for all.



Our values—understanding, learning, community, and social responsibility—reflect this commitment. We honor diversity and lead with empathy; we pursue knowledge with curiosity and openness; we cultivate friendships that transcend borders; and we champion the empowerment of women and girls as a vital force for progress and peace.

## Mission

To build bridges of international understanding through personal exchange and collaboration.

## Vision

A compassionate and interconnected world with equality for all.

## Values

<b>Understanding</b>	Respecting, honoring, and celebrating diversity promotes mutual understanding. Leading with empathy and compassion, we embrace opportunities to engage, learn, and serve the greater good.
<b>Learning</b>	Knowledge promotes understanding. We are committed to collaborative education and approach experiences with curious and open minds.
<b>Community</b>	Personal relationships are the foundation of mutual learning. We build friendship and community locally and globally through a supportive network of women.
<b>Social Responsibility</b>	Equal access for women and girls to education, healthcare, and opportunity is essential. We believe that empowered women are highly effective communicators and problem solvers.



## History

Founded in 1968, American Women for International Understanding (AWIU) is a community of women who care deeply about improving international understanding. We envision a more humane and interconnected world and strive to build goodwill and collaboration through voluntary, non-partisan, female-led action. We support equal access for women and girls to education, healthcare, and economic opportunities. The heart of our mission is to empower women to become highly effective global leaders, communicators, and problem-solvers.

AWIU members hail from a wide variety of professions. Members in seven chapters across the United States and virtually that focus on issues affecting women globally and connect with women around the world to inspire and mentor the next generation of female leaders and learners.

At its inception, AWIU focused on international learning and connection through study, symposia and travel. In 1968, AWIU was the first organization in decades to send a delegation of American women leaders to the Union of Soviet Socialist Republics to meet with members of the Soviet Women's Committee. This historic trip was followed by delegations to China (1973), Saudi Arabia (2002), and Libya (2009), all groundbreaking at their time. AWIU delegations have since set foot on every continent except Antarctica in some 55 delegations and 100 country visits.

In 2008, AWIU established a micro-grant program to support women and children through non-governmental organizations and women leaders. From funding bicycles for “untouchable” girls in India to get to school to goat farming in Uganda, our goal with these grants is to help women and children in developing countries build better lives.

From 2008-2025, AWIU partnered with the State Department’s Office of Global Women’s Issues to award grants to women identified by the United States Secretary of State’s International Women of Courage Program. AWIU hosted the annual International Women of Courage Celebration each spring in Los Angeles. In 2026, AWIU continued our Celebration by acknowledging the groundbreaking work of past International Women of Courage Awardees by providing grants to support their ongoing work.



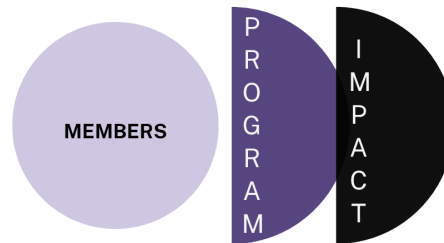
AWIU launched Passports to the Future in 2010, in which young women interested in international relations have participated. Our “Passports” enjoy meaningful skill-building, networking, and mentorship.

Every year since 2014, AWIU has hosted the one-day Career Opportunities in International Relations (COIR) Symposium in Washington, D.C. COIR features speakers and panel discussions, and encourages networking among young women who are interested in careers in international affairs with leaders in the field.

In 2025, AWIU launched the International Women of Courage Alumnae Impact Grant which celebrates the ongoing work of the International Women of Courage. Grants are awarded to these exceptional women who are fierce advocates for human rights and justice.

AWIU leads with intentionality, curiosity, and kindness - by developing and integrating these five core programs the organization strives to support women across the world. This plan serves to guide us in the next five years by strengthening our foundation, encouraging membership, and integrating our programs for deepened impact.

## Setting the Strategic Vision



American Women for International Understanding envisions a global community of women leaders—curious, connected, and deeply engaged—strengthening cross-cultural understanding and collaboration across borders. Since AWIU’s founding, the core of the work remains centered on connection and building relationships among members and global partners. Our goal for the next five years remains the same - focusing on program growth, collaboration, and intercultural learning opportunities to satisfy our endless curiosity.

Together, we honor our promise to build bridges across cultures and boundaries, knowing that our impact extends far beyond membership. Through the Passport to the Future (“Passports”) Program, Micro-grants, International Women of Courage Alumnae Impact Grants, Delegations, and a growing suite of initiatives, we are creating a legacy of global connection that is profound, bold, and transformative. **AWIU aims to leverage an integrated program model to maximize impact and advance its mission of building bridges through women-to-women connection.** Our programs work in tandem and build upon each other’s growth - micro-grant recipients and International Women of Courage cultivate relationships and build resources through our *Conversations* series or collaborate with youth volunteers through our Passports to the Future (“Passports”) program. The learnings are amplified and multi-faceted, impacting the lives of all women in our network of members, International Women of Courage, Micro-grantees, Passports, and beyond.

As we look to the future, we envision an organization that not only sustains but amplifies its global impact through innovation, structure, and strategy. **We aim to enhance, professionalize, and codify our program frameworks—ensuring that every initiative is supported by strong infrastructure, consistent evaluation, and meaningful collaboration with our international partners.** By strengthening our systems, we will maximize efficiency, deepen engagement, and expand reach, enabling AWIU to be an even more powerful catalyst for global understanding and women’s empowerment.



We do not seek growth for growth’s sake; rather, we aim to grow with intention—to deepen relationships, expand understanding, and build an enduring foundation for excellence. By investing in the professionalism of our programs and the empowerment of our members, we will sustain the intimate sisterhood that defines AWIU while expanding our influence and visibility on the world stage.

Together, we will learn, lead, and lift one another—advancing a vision of a more compassionate, interconnected, and equitable world.

## Goals, Objectives, and Action Steps

The previous strategic plan provided AWIU with a strong foundation, fostering organizational synergies and meaningful engagement within the organization. It united members around shared goals, strengthened bonds of sisterhood, and amplified our collective commitment to the mission.

As we look ahead, the next strategic plan will focus on **expanded capacity and strengthening AWIU’s organizational core—ensuring that our community and impact continue to flourish.**

### Four Areas of Focus

Over the next five years, AWIU will build on its momentum by **deepening our community, harnessing our programmatic successes, increasing financial sustainability, and building a network of communication tools that capitalize on our strengths.**

<p><b>Goal 1: Members</b> <i>Strengthening Community and Connection</i></p>	<p>AWIU will continue to cultivate a vibrant and intergenerational network where members feel valued, connected, and inspired. We will create new opportunities for members to engage with one another, with our mission, and with the broader global community.</p>
<p><b>Goal 2: Programs</b> <i>Building on Core Strengths</i></p>	<p>By amplifying programs and initiatives that have demonstrated impact, we will ensure consistency and excellence in our work. This includes celebrating AWIU’s signature programs, strengthening mentorship and leadership pathways, and highlighting the stories of our members and partners.</p>
<p><b>Goal 3: Development</b> <i>Expanding Capacity and Resources</i></p>	<p>We will strengthen AWIU’s organizational infrastructure by continuing to diversify funding and ensuring comprehensive donor cultivation pathways for corporate and individual donors.</p>

	Through enhanced development tools and processes, we will secure diversified and sustainable funding for AWIU.
<b>Goal 4: Communications</b> <i>Enhance connections and expand outreach</i>	AWIU will actively seek opportunities to enhance visibility and build community, both internally and externally. By building bridges and fostering collaboration, we will maximize our reach and deepen our global impact.

## Membership

Recruit new members with a shared mission for international understanding and building sisterhood. Engage current members through programs, activities, and opportunities to engage with our powerful and intimate community.

### Membership Engagement & Recruitment Goals (2025–2030)

Below is a summary of the defined goals, co-developed with the Strategic Planning Committee and AWIU members at large.

<b>Member Engagement</b> <i>Continue to engage current members through a variety of activities, engagement opportunities, and committee participation.</i>	
<b>Key Objective &amp; Action</b>	<b>Timelines &amp; Notes</b>
A. Continue engaging current members through programs, activities, and committee participation.	Ongoing
B. Encourage a minimum of <b>three local events in each chapter annually</b> , with board member participation when feasible.	Starting 2026
C. Send an <b>annual physical mailing</b> to each member (e.g., postcard from a delegation, personalized AWIU card, or birthday card).	Annually
D. Governance Committee will <b>institute term limits</b> for committee and program chairs to support leadership diversity and growth.	By April 2026



F. Add functionalities, including <b>calendar syncing, phone book, and dues payment</b> , to the member portal.	By the End of 2026
G. Long-term goal: develop the portal into a <b>social network</b> for enhanced member connection.	Ongoing
H. Encourage the development of <b>three new Chapters</b> .	By the end of 2029
I. Review membership levels and adjust pricing model if needed.	Instituted by June 2027.

### Recruitment

*Increase membership by 20% annually, reaching 300 members by 2030 through expanded outreach and engagement practices.*

Key Objective & Action	Timelines & Notes
B. Define and publish <b>member benefits</b> on the website and through communications.	By June 2026
C. Clarify and support <b>additional membership opportunities</b> (categories, tiers, etc.).	Instituted by June 2027.
D. Coordinate with <b>Chapter Chairs</b> to develop programming that supports recruitment.	Ongoing
E. Launch <b>Passport to Membership Pipeline</b> : offer 1 free year for graduating Passports.	2026
F. Offer <b>one complimentary year</b> for speakers, honorary chairs, and public partners (e.g., GWI staff).	2026
G. Discuss and define <b>corporate membership policy</b> and intended outcomes.	By December 2026

H. Research and create a <b>database of peer organizations</b> with aligned interests.	2026
I. Develop an <b>outreach strategy</b> (pitch deck, activities, timeline, targets) including “lunch and learns” and “coffee chats.”	By September 2026
<b>J. Review and adapt outreach goals annually.</b>	Annually
K. Identify <b>target communities</b> for new membership interest.	2027
L. Review <b>current chapters</b> and discuss support mechanisms (event funding, board visits, local activities).	2027
M. Develop <b>approaches and metrics</b> (target numbers for lunch and learns, peer groups, happy hours).	2027
<b>N. Implement targeted outreach</b> to chapters based on developed approaches.	By August 2027

## Programs

Continue to develop programs that impact the lives of women and girls globally. Streamline and solidify strategy for the micro-grants and Passport program, encouraging their growth and expansion.

Micro-Grants Program	
Key Objective & Action	Timelines & Notes
A. <b>Continue serving grassroots organizations</b> that benefit women and children. Strengthen the existing program by dividing efforts into two subcommittees: one for returning applicants and one for new applicants.	Subcommittees organized in 2026 Implemented in the 2027 cycle
B. <b>New Applicant Subcommittee:</b> Revise application, confirm submission dates, review and vet applications, and propose grant recipients.	

<p>C. <b>Returning Applicant Subcommittee:</b> Recommend potential recipients and request proposals. Review proposals and propose grant recipients. Recommend potential projects for the Passport Program.</p>	
<p>D. <b>Committee Integration:</b> Subcommittees meet annually to determine the rubric, timeline (including expected receipt of grants), budget, communication protocol, and final list of grant recipients.</p>	Annual process.

International Women of Courage (IWOC) Celebration	
Key Objective & Action	Timelines & Notes
<p>A. Continue annual event to highlight courageous women and AWIU's programs. The event will center on IWOCs (when available), honor past IWOC award recipients, and present the Internationalism Award.</p>	<p><b>2026:</b> 20-year look-back for IWOC program  <b>2027:</b> 20-year look-back for IWOC &amp; AWIU partnership  <b>2028:</b> Sports theme (<i>aligning with LA Olympics</i>)</p>

IWOC Alumnae Engagement	
Key Objective & Action	Timelines & Notes
<p>A. Continue IWOC Alumnae Impact Grant Program and communications with members (via social media, person-to-person connection, or Conversations). Focus on amplifying IWOC stories through programs and partnerships.</p>	Ongoing

Career Opportunities in International Relations (COIR)	
Key Objective & Action	Timelines & Notes

<p>A. Continue annual COIR event in Washington, D.C. Increase attendance and income through outreach and visibility. Conduct outreach to local businesses, nonprofits, and schools to generate recruitment opportunities. Seek sponsorships and build databases on Monday.com for recruiters and donors.</p>	<p>Annual event; mini-COIR in 2029. Goals are revisited annually.</p>
<p>B. Explore the “mini-COIR” concept in 2029.</p>	

Passport to the Future Program	
Key Objective & Action	Timelines & Notes
<p>A. Define a common vision for the Passport to the Future program through a collaborative and iterative process with optimum board involvement.</p>	<p>Define by June 2026.</p>
<p>B. Develop a documentation system for the information transfer of critical program materials through a Google Drive repository. Conduct a thorough review of required materials to ensure continuity.</p>	<p>Documentation system completed by December 2026.</p>
<p>C. Build strong partnerships with institutions by defining partnership parameters, expectations, and obligations for both partners and AWIU.</p>	<p>Partnership parameters will be developed by the end of 2026.</p>
<p>D. Develop a database of potential partner institutions in Monday.com. Conduct outreach to current and prospective partners to determine alignment and finalize partnership agreements.</p>	<p>Partnerships solidified in 2027.</p>
<p>E. Discuss and determine the funding scheme for the Passport program, including participation costs for private schools and universities.</p>	<p>Funding model developed in Q4 2026.</p>
<p>F. Seek funding to support a part-time staff coordinator for the Passport program.</p>	<p>Ongoing, beginning in late 2026.</p>

Internships	
Key Objective & Action	Timelines & Notes
A. Develop a list of three institutional internship partners.	Partner list completed by Q2 2026.
B. Conduct outreach to partners in Fall 2026 to coordinate Summer 2027 internships.	Outreach completed by Fall 2027.
C. Assign interns to administrative support or programmatic roles (Micro-Grants, Passport, and Conversations).	Internships implemented in Summer 2026.

Delegations	
Key Objective & Action	Timelines & Notes
A. Coordinate Delegations every two years.	2026, 2028, 2030.
B. In alternating years, coordinate low cost/low barrier to entry delegations that are easier for members to access. These may be closer, shorter, and less expensive.	2027, 2029
C. Encourage information sharing after Delegations.	Ongoing initiative.

Collaborative Programs	
Key Objective & Action	Timelines & Notes
D. Continue the partnership with Unihealth and expand the program to include four students.	Expansion implemented in 2027.
E. Develop documentation outlining the approach and process to support replication with future partners.	Documentation completed by 2027.



F. Explore new program ideas that align with AWIU's mission and connect across multiple AWIU programs.

Ongoing initiative.

## Development

Support AWIU programming through continued diversification of revenue in the form of grants, corporate partnerships, and a strategic individual giving strategy that invigorates new, current, and long-term donors.

### AWIU Finance & Fundraising Goals

Quasi-Endowment	
Key Objective & Action	Timelines & Notes
A. Continue to build a quasi-endowment to ensure organizational sustainability through investments and reserving unrestricted funds.	Long-term goal of approximately \$1 million endowment, with draw covering partial administrative costs.

Grant Seeking	
Key Objective & Action	Timelines & Notes
A. Generate and maintain a database of potential funders, including: funders of peer organizations, funders with personal connections to AWIU members, and funders with aligned missions and interests.	Database reviewed annually; updates conducted each summer (intern project, when available).
B. Develop tailored materials for programs based on specific grantor interests and program needs.	Ongoing.

### Individual Donors

Key Objective & Action	Timelines & Notes
A. Collect, store, and manage donor information in the CRM platform, including giving history, best contact method, and key relationship details.	Ongoing data management.
B. Develop a donor prospecting strategy that includes research on potential new donors that align with programmatic interests.	Strategy established by 2026 and reviewed annually.
C. Institutionalize a donor cultivation strategy that ensures touchpoints with donors at least twice per year and includes an annual review of the donor database.	Implemented by March 2027; ongoing annually.
D. Define and launch the “Friends of” category to increase engagement and recognition of donors.	Completed by December 2027.

### Corporate Donors

Key Objective & Action	Timelines & Notes
A. Create and maintain a database of corporate donors interested in gender, international exchange, and youth programs.	Database completed in 2026; ongoing updates thereafter.
B. Develop and implement a “Lunch & Learn” concept, conducting outreach to at least four companies annually to share AWIU’s mission and partnership opportunities.	The program begins in 2026; ongoing annually.
C. Maintain the existing policy that corporate donors contributing \$25,000+ annually are eligible to nominate two staff as non-voting AWIU members.	Ongoing; reviewed annually for relevance and participation.

## Communications

Continue to provide regular communications with internal and external stakeholders. Enhance messaging and grow audiences on all social media channels to ensure expanded outreach.

### AWIU Communications Goals

Internal Communications	
Key Objective & Action	Timelines & Notes
Create a communications staff position, as outlined in the organizational chart, responsible for both internal and external communications.	Position to be established by 2027.
Continue to provide online communications for all members and supporters through the weekly Minute.	Ongoing.
Enhance and optimize the member portal for improved usability and engagement.	Launch Summer 2027.

External Communications	
Key Objective & Action	Timelines & Notes
Continue to provide <i>Connections</i> quarterly for both internal and external audiences.	Ongoing quarterly publication.
Grow social media presence to achieve the following metrics: LinkedIn – 2,000 followers; Facebook – 3,000 followers; Instagram – 2,000 followers.	By 2030.
Utilize the blog on the website to highlight AWIU stories for internal and external access.	

Website	
Key Objective & Action	Timelines & Notes
Consider a rebranding strategy, including a potential name update and a refreshed brand identity.	2027, pending funding.
Update the website to ensure ease of use and accessibility for all users.	Planned for 2027, pending funding availability.
Include a “meet a member” page and committee chair list with titles and bios.	

## Conclusion

As American Women for International Understanding enters its next chapter, this 2026–2030 Strategic Plan charts a bold and purposeful course for growth, connection, and impact. Rooted in AWIU’s legacy of person-to-person diplomacy, it affirms our belief that lasting understanding begins with meaningful relationships—and that women, when united across cultures, can shape a more just and peaceful world.

Over the next five years, AWIU will strengthen the foundation that has sustained it for more than half a century. We will deepen engagement within our membership, expand opportunities for women and girls globally through innovative programs, and ensure the organization’s sustainability through thoughtful investments in people, systems, and resources. This plan is designed not only to guide decision-making but to inspire collective action—among members, partners, and friends who believe in the transformative power of connection.

AWIU’s future depends on all of us. It will be realized through the dedication of our members, the courage of the women we celebrate and support, and the shared vision that brought this organization to life in 1968. Together, we will continue to build bridges of international understanding—one conversation, one collaboration, and one courageous act at a time.

## Appendix I: Environmental Scan

This environmental scan assesses **American Women for International Understanding (AWIU)** within a broader ecosystem of organizations that support **international women’s leadership, empowerment, and service** through **membership or network models**. It identifies key differentiators, strategic opportunities, and potential partnerships to guide AWIU’s future development.

Organizations Included	
<ul style="list-style-type: none"> <li>❖ Vital Voices Global Partnership</li> <li>❖ The Links, Incorporated (International Trends and Services)</li> <li>❖ International Women’s Forum (IWF)</li> <li>❖ Zonta International</li> </ul>	<ul style="list-style-type: none"> <li>❖ BPW International</li> <li>❖ Soroptimist International</li> <li>❖ International Association of Women (IAW)</li> <li>❖ Women’s Foreign Policy Group</li> <li>❖ Delegation for Friendship Among Women</li> <li>❖ Women of Color Advancing Peace, Security, and Conflict Transformation (WCAPS)</li> </ul>

### Key Findings

Person-to-person diplomacy | Member-led programming | Partnerships | Delegations & travel opportunities | Youth programming | Cost

#### 1. Person-to-person diplomacy

AWIU's emphasis on personal connection differentiates it from other organizations in a similar field. This focus ensures that members are committed to a personal connection to peers across boundaries. Organizations such as Vital Voices, International Women’s Forums, and BPW International are focused on building opportunities for women to lead and are more reliant on staff for implementation. AWIU’s sister organization, Delegation for Friendship Among Women, primarily focuses on interpersonal connections through delegation trips.

Members don’t have to be diplomats to join AWIU — they just have to believe in the power of person-to-person connection.

#### 2. Member-led programming

AWIU’s member-led model ensures programming is diverse and meets the interests of all members. Members are able to volunteer their time and energy on projects they are personally passionate about. Organizations with similar member-led models tend to be less program-heavy, focusing more on



building opportunities for members to engage and remain connected to each other. Soroptimist is one such example, focusing on programs that unite and uplift its global network. The Women’s Foreign Policy Group is also member-led, with only two staff and several interns.

### **3. Partnerships**

Many of the organizations listed would be natural partners to AWIU. They all focus on women and women’s leadership globally while prioritizing unique elements. Vital Voices is the most comparable in terms of scope, but with a significantly larger budget and organizational size. However, Vital Voices is staff-led, and members have low commitment and involvement in the organization at large. The Women’s Foreign Policy Group has a very similar scope and appeal; however, it is more policy oriented than AWIU. WCAPs crosses many similar topics and would be a welcome integration on program and topic specific appeals. AWIU could supplement the work of Women’s Foreign Policy Group, Vital Voices, or Soroptimist by producing joint programming or sharing expertise across organizations.

AWIU’s partnership with the State Department’s Office of Global Women’s Issues for the International Women of Courage Awards is unique and has proved advantageous in building credibility for the AWIU brand. However, the continuance of this partnership is currently unpredictable.

### **4. Delegations & travel opportunities**

The Delegations are AWIU’s foundational program and at the core of our mission. The delegations string together several of AWIU’s programs while reinforcing the mission of person-to-person connection. The programs that are most comparable are actually housed with the World Affairs Council (not listed) and the Delegation for Friendship Among Women, as they provide opportunities to explore and connect with partners across the world.

### **5. Youth programming**

AWIU’s Passport to the Future program is unique in its accessibility and design, connecting several components of AWIU’s priorities and values. Vital Voices has an abbreviated program, lasting seven weeks. Soroptimist also hosts a program and has a published curriculum that focuses on empowerment. The Women’s Foreign Policy Group has reduced costs for Young Professionals and has a formal mentorship program. However, there is no program with the same individualized focus combined with skill development and engagement opportunities with global direct service partners. AWIU’s program is unique in its bespoke design, connection to opportunities that support the lives of women globally, and its professionalized project outcomes.

### **6. Cost**

AWIU’s membership costs are comparable to the services offered. Vital Voices membership is free, with a much lower contact threshold, while IAW membership ranges from \$300-\$1500 with clearly listed benefits at each tier. Soroptimist and Zonta have lower membership costs and are more focused on



club-level engagement. Zonta receives most of its income from membership and programs, with clubs across the globe.

AWIU offers a **human-scale, diplomacy-forward alternative** to large-scale networks like Vital Voices or digitally scaled models like IAW. Its strength lies in **meaningful member engagement, global exposure through travel, and direct investment in women’s grassroots leadership**. To grow sustainably, AWIU can deepen strategic alliances, diversify access points for new members, and clarify its niche as a connector of cultures and changemakers.