**Overview**

The VWNC was founded more than 20 years ago to help women meet friends and find enjoyment by participating with others new to the city in a variety of club activities. The VWNC is a volunteer organization where women, new to the city, build friendships and knowledge of the community through social, cultural and outdoor activities. The club hosts monthly luncheons with speakers of interest to the diverse group of women who are club members. Membership is around 170-200. The club offers a variety of activities including book clubs, hiking, art tours, movies, theatre, bridge and dragon boat racing.

**Our Audience**

Our audience is primarily retired professional women who have recently relocated to Victoria. They tend to be professional women ages 40-80. They enjoy outdoor, social and cultural activities and spending time with friends and family. Technical savvy varies among the group. All use email and most indicate a preference for an easy-to-navigate, simplistic site. If they are on social media, they tend to be most active on Facebook, or maybe Pinterest. They care about the environment, social issues and wellness. Their politics are personal: the club is non-partisan and not involved in political issues. They have a sense of humor, but prefer straightforward communications.

Our secondary audience is potential members: newcomers to Victoria who are looking to make connections in the city and learn more about their new home.

In addition, we want the general public to know about us so they can make referrals. Our budget is based on income from membership dues.