



The Heart of Who We Are





A Note from our Convener and Facilitator

Hi there! Thank you for taking the time to learn more about Club Fruition.

Club Fruition is a collaborative online space for feminist leaders. It grew out of my longing to create deep, meaningful professional relationships and to organize feminist leaders for expanded opportunities to learn and create change - both individually and collectively.

As facilitator, it is my honor to support your work as a feminist leader and spark change through education and connections with other members, information, and resources. My goal is to build a beautiful virtual home for my people - feminist leaders, peacemakers, coalition builders, and creative visionaries - where we can rest, connect in meaningful ways, share our stories, reflect in a safe space, and honor the fullness of who we are and are becoming. I also share my research and writing skills with our network.

I invite you to become a member at Club Fruition. I sincerely hope to have the opportunity to meet you and learn more about you, your work, and your dreams for a more loving, peaceful, and flourishing world.



Jessica Aviva, Ph.D.
Founding Director, The Fruition Coalition
Convener and Facilitator, Club Fruition
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About Club Fruition

Club Fruition is a collaborative online space where feminist leaders connect, learn strategies to create change in our organizations and communities, and mobilize to enact our bold visions for a flourishing world where everyone feels safe, welcome, and fulfilled. Through education and action, we learn about and practice applying topics like:

- Dismantling and transforming all forms of oppression
- Promoting equity, inclusion, and belonging
- Decentering white, male, cisgender, able-bodied, heterosexual normativity
- Crossing and transforming borders
- Building community
- Developing meaningful relationships based on complex similarities and differences
- Prioritizing self-care
- Using power, authority, and privilege effectively
- Moving beyond linear and binary logic in leadership
- Facilitating sustainable organizational and community change
- Articulating possibilities to provoke and influence change
- Using diverse approaches to feminist leadership
- Practical application of feminist principles to daily leadership practice



What's Happening in 2025

Month	Class	Book Club
February	The Art of Joy	Loving Corrections
March	Liberating Our Collective Creativity	Embodied Activism: Engaging the Body to Cultivate Liberation, Justice, and Authentic Connection
April	Weaving a Fractured Whole	The Politics of Trauma
May	Mapping Our Movements	Excluded: Making Queer and Feminist Movements More Inclusive
June	Generative Leadership	A Decolonial Feminism
July	Creative Solidarities	Making Space for Indigenous Feminism
August	Healing-Centered Leadership	Undrowned: Black Feminist Lessons from Marine Animals
September	Transforming through Conflict	Theories of the Flesh: Latinx and Latin American Feminisms, Transformation, and Resistance
October	Fabulous Friendships	Bad Feminist
November	Sensuality	Beyond Survival: Strategies and Stories from the Transformative Justice Movement
December	Flow and Ease	Let the Beauty We Love Be What We Do: Stories of Living Divided No More



Club Fruition is...

- A hub that interconnects people, ideas, and possibilities
- A laboratory to analyze and critique systems and relationships
- A playground to safely explore, learn, and grow
- A portal to learning and thinking in new ways, self-discovery, and meaningful relationships with an expanded network

To support your work, we prioritize:

- Learning and unlearning
- Co-creating collective knowledge
- Relationship building
- Resource and idea sharing

We are building a network of feminist leaders that is:

- Diverse, representing multiple identities, experiences, types of organizations, geographic areas, and approaches to understanding and practicing feminism
- Connected through caring and meaningful relationships
- Collaborative and engaged in mutual learning and support
- Resourced through access to information and opportunities
- Organized and ready to mobilize in response to emerging needs and opportunities



**Original and Carefully Curated Content +
Connection to People, Organizations, and Resources**



Our Approach to Feminist Leadership

At Club Fruition, we continually co-create a flexible, expansive feminist leadership framework that takes into consideration but goes beyond political, gender, and other binaries. This framework complements and interacts with other approaches to leadership, particularly those that are anti-racist, decolonial, and transformative. Our practice:

- Is intersectional (à la Kimberlé Crenshaw)
- Values interconnectedness and complexity (à la AnaLousie Keating)
- Is rooted in self-reflection and curiosity about differences (à la Allison Weir)
- Makes space for ambiguity and nuance (à la Gloria Anzaldúa)
- Welcomes multiplicity (à la Mariana Ortega)
- Recognizes the complex relations we each have to systems of oppression (à la Audre Lorde and Patricia Hill Collins)
- Includes but does not center the perspectives, needs, values, and goals, of White, middle- and upper-class, cis-gender, able-bodied, heterosexual women
- Welcomes multiple ways of thinking, sensing, doing, and being
- Recognizes challenges, but also creates possibilities
- Is gender inclusive while centering feminist approaches to analysis and action





Our working model of feminist leadership includes ten practices:

1. Multiple identities, experiences, and ways
2. Healing and Restoration
3. Safe and Flourishing Spaces
4. Mutual Aid
5. Empathy and Respect for All
6. Peaceful Coexistence
7. Equitable Care and Opportunity
8. Self-Determination
9. Nurturing Ideals and Possibilities
10. Sharing Power and Resources

We also practice applying skills at Club Fruition, such as:

1. Analysis
2. Cognitive Dissonance
3. Creative Engagement
4. Perspective Taking
5. Bridge Building
6. Culture Making



Our Members

Club Fruition is for feminist leaders who...

- Are open to engaging in critical but compassionate self-reflection
- Value respecting others, learning together, and co-creating new understandings of the world
- Respect the autonomy and self-determination of people with unfamiliar life experiences and perceptions
- Are willing to work through the discomfort of difference
- Approach their work and relationships with curiosity and playfulness
- Believe it is important to acknowledge and deconstruct current realities while also imagining and working toward what is possible
- Are caring, compassionate, empathetic, and optimistic—but not afraid to question or challenge the status quo
- Contest and change policies and practices that marginalize, exclude, or patronize people based on their identity or group affiliation
- Resist patriarchal ideas such as separation, duality, control, and ordering
- Welcome multiple ways of approaching problems and opportunities
- Create a culture that promotes care, belonging, and healing

Club Fruition is probably not right for you if you are primarily looking for a space to promote yourself or your organization, or if you are not open to difference, learning, and change.



We're Happy Feminists!

(It's an intentional act of resistance)



The world we are doing in the world is serious. The obstacles we face are harsh.

But at Club Fruition, we have fun (while also acknowledging, processing, learning from, and healing through our personal and collective trauma).

This feminism x joi de vivre looks like:

- Being unpretentious and welcoming toward each other
- Being curious and playful when we encounter new people or ideas
- Embodying our vision for a loving, flourishing, and peaceful world
- Inviting joy and ease into our lives while strategically working with intention and purpose
- Allowing anger to inform our work without defining or controlling it
- Focusing our energy on creativity and learning rather than judgment and condemnation (without being complicit or complacent)
- Celebrating each other's growth and achievements
- Centering and being energized by generosity and healing

*Club
Fruition*



Our Events

Each month, there are several live events that provide Club Fruition members with opportunities for structured learning and networking. Our events include:

- **Welcome Parties** provide an overview of our virtual home, how to get started, and ways to get involved.
- At **Unicorn Tea Parties**, you can meet and network with other members in a fun, casual, unpretentious atmosphere.
- Monthly **Classes** share research and insight related to feminist leadership with time for Q&A
- **Idea Labs** are a space for members to share and work through their bold ideas for organizations and communities
- At **Feminist Leadership Clinics**, members share and work through their challenges together through a feminist lens
- Our monthly **Circle of Celebration** provides members with the opportunity to share what they have learned and done in the past month
- Our **Book Club** meets monthly to discuss and share insights from a preselected book related to feminist leadership





Our Salons



In addition to structured learning and networking events, there are more than 25 salons - casual member-directed spaces for sharing and discussing ideas, resources, and opportunities, asking questions to tap into the collective wisdom of our members, and starting or developing collaborative projects. Members can also host and facilitate live events, like classes, meetings, performances, and workshops, in our salons.

Our salons are organized around geography, industry, and interests. We have salons related to economic justice, health and wellness, human rights, the environment, animal rights, housing, spirituality, and many other topics!

New salons can be created in response to the interests of our members. If your group or organization has 10+ active Club Fruition members, we can create a custom private salon just for you! You can use this space to facilitate communication and organize collaborative projects.



As a Member, You'll Get To...



Liberate Your Creative Brilliance as a Feminist Leader

- Envision creative solutions to complex problems and redefine what is possible for your organization and community
- Confidently and creatively embody the feminist leader you know the world needs to inspire trust, connection, and engagement
- Use your passions and strengths to create tangible and sustainable change
- Creatively engage in your life, work, and community to spark change while maintaining values such as inclusiveness, equity, and sustainability
- Feel more inspired, creative, resilient, and powerful as a feminist leader
- Develop your capacity for imagination and visioning

Connect and Collaborate with other Feminist Leaders

- Have meaningful conversations and develop authentic relationships with other feminist leaders
- Share your insights and experiences to collaborate and create change
- Get feedback on your ideas and benefit from the collective experience and wisdom of other members
- Share resources and be inspired by each other's work
- Collaboratively explore problems, ideas, and solutions

Transform Relationships, Policy, Procedures, and Culture

- Understand how oppression is created and reproduced within organizations—and develop strategies to transform these dynamics
- Promote strategic but compassionate thinking and collaboration within your organization and community
- Create an inclusive, equitable work culture where everyone has a sense of purpose and fulfillment and nobody feels disconnected, marginalized, or patronized
- Promote cohesion without expectations of conformity
- Create a resilient organization that is full of vibrant energy and creativity

Learn about and Apply Feminist Theories and Frameworks in Your Daily Leadership Practice

- Feel more curious and playful as you engage with differences and complexity
- Replace or complement ranking and ordering practices with nuance, patterns, and connections
- Create change by liberating possibilities and embracing uncertainty
- Notice, question, critique, deconstruct, and transform the normativity of masculinity and patriarchy in groups and organizations
- Embed feminism into your daily decision making and leadership practice

MEET OUR CONVENER AND FACILITATOR JESSICA AVIVA, PH.D.



Jessica Aviva, Ph.D. is an educator, writer, researcher, organizer, project designer, activist, and entrepreneur who helps feminist leaders and community organizations recognize and realize their unique creative brilliance. She is the founding director of The Fruition Coalition and editor and publisher of Fruition Journal. The author of more than 15 books, Jessica's writing can be found on Huffington Post, Psych Central, and elephant journal as well as in several academic journals.

Jessica earned a Ph.D. in Organizational Leadership at Eastern University. Through her dissertation, *Portraits of Women Leaders: Solidarity and Social Division in Progressive Social Movement Organizations*, she explored how women leaders engage similarities and differences as they construct and experience solidarity. Jessica also earned an MS in Nonprofit Management from Eastern University, an MA in Sociology from Lehigh University, and a BS in Marketing from DeSales University. She taught in the Division of Business at DeSales University for 11 years and in the Pan African Studies Community Education Program at Temple University for three years. Jessica has also taught in a variety of community-based and online settings and has presented at local, regional, and international conferences.

During her 20+-year career in the nonprofit sector, Jessica served as the executive director of a family center network and as the director of a shelter for families experiencing homelessness and a community development corporation. She has also conducted research and organized advocacy campaigns to influence public policy, developed community-wide plans, and prepared strategic plans for a variety of nonprofit organizations. Jessica's areas of expertise include feminist leadership, progressive social movements and social justice, leadership of community-based organizations, organizational development, writing, and qualitative research.

Learn more about Jessica and view her CV and teaching philosophy at JessAviva.com.



Frequently Asked Questions

How much leadership and feminism experience/knowledge do I need?

Feminist leaders with all levels of experience (and people who aspire to be feminist leaders!) are welcome. No matter where you are on your feminist journey, you are welcome to learn and dream with us.

What happens after I join?

After you join, you can set up a profile and visit our welcome center where you will receive a new member guidebook and other resources with all of the information you need to successfully participate in the community. After that, you'll check in at least once a week (or on your schedule) to get updates, connect with other members, and continue progressing toward your leadership goals. We have many live networking, educational, and collaborative working events which are recorded for those who are unable to attend.

How long have you been around?

Club Fruition was started in 2022 and new members get access to our content archive. Club Fruition is a project of The Fruition Coalition, which was started in 2001.

What is your policy on including genders other than women?

We are a gender-inclusive space that is open to all people who consider themselves feminist leaders. While all genders are welcome, patriarchy and misogyny are not.

How much time does Club Fruition take?

We suggest our members spend at least one hour per week at Club Fruition - on your schedule. The amount of time you spend at Club Fruition is totally up to you-we're open 24/7!

How do I cancel my membership?

You can cancel anytime from within your account.

Are there a lot of ads and irrelevant posts?

We welcome posts from our members within our community guidelines. We review posts to ensure that our community maintains a welcoming environment and stays focused on our group goals. We have an 'off-topic' area of our community where you can share anything within our community guidelines.

What's your cancellation policy?

We encourage you to try Club Fruition for two months to see if it is right for you. You can cancel at any time. We do not offer refunds.



Join Us!



Club Fruition costs \$45 per month or \$450 for an annual membership. You can also become a lifetime member for \$4500. Your membership can be self funded, or you can seek support from your employer, a sponsor, or a philanthropic partner.

If you have any questions or need assistance to become a member, send a note to clubfruition@fruitioncoalition.com.

Club Fruition is an initiative of The Fruition Coalition, a woman-owned social enterprise started in 2001 to create flourishing organizations and communities through education, publications, and partnerships that: mobilize and connect people, ideas, and resources; integrate research, intuition, experience, and dreams; and result in meaningful, sustainable change.

Become the feminist leader you know the world needs at Clubfruition.com.

