



Soroptimist is a global volunteer organization that provides women and girls with access to the education and training they need to achieve economic empowerment.

SOROPTIMIST INTERNATIONAL OF THE AMERICAS, INC.®

2018 – 2020 Biennium Founder Region Strategic Plan

Soroptimist is a global volunteer women's organization.

VISION

Women and girls have the resources and opportunities to reach their full potential and live their dreams.

MISSION

Soroptimist is a global volunteer organization that provides women and girls with access to the education and training they need to achieve economic empowerment.

CORE VALUES

Soroptimist International of the Americas is committed to:

- **GENDER EQUALITY:** Women and girls live free from discrimination.
- **EMPOWERMENT:** Women and girls are free to act in their own best interest.
- **EDUCATION:** Women and girls deserve to lead full and productive lives through access to education.
- **DIVERSITY & FELLOWSHIP:** Women from varied backgrounds and perspectives work together to improve the lives of women and girls.

IMPACT

Together, we will provide a sustainable impact on the lives of women and girls who face obstacles such as poverty, violence and teen pregnancy.

Objective 1: Region will increase the impact of the Live Your Dream Awards.

Strategies:

Encourage and support clubs to:

- Give more awards to more women through our Live Your Dream Awards.
- Support the focus on our target population of women.
- Include on-line applications in club judging.
- Provide additional resources to Live Your Dream Award recipients.

Tactics:

- Encourage clubs in the region to give one more Live Your Dream Award to an eligible woman biannually. Increase total number of LYDA given by clubs by 2% in FY 19/20.
- Encourage clubs in the region to increase their award amounts by 10% each year, and provide support and services beyond the cash award such as mentoring, job support, education support, childcare support, and including recipients in club activities.
- The Region LYDA Chair will monitor and measure the amount and number of awards given and evaluate our impact by the end of May each year.
- Provide education at conference, district meetings, leadership training, presidents' roundtable

meetings and club meetings on the value of the Live Your Dream Awards and how to find eligible candidates, as well as, how the new portal interacts with applicants and clubs. Copies of conference, district meeting, and leadership training presentations will be available on the Founder Region website as evidence of this work.

- Region committee members will work directly with the club committee chairperson who is responsible for the award and serve as a resource to provide guidance on the program and advise clubs to include on-line applications in their club judging. Email communication will document this work effort.
- Educate clubs through the region newsletter that there must be a cash award component for the LYDA and that the suggested award amount is \$1000 or more.

Objective 2: Region will increase the impact of Dream It, Be It.

Strategies:

Encourage and support clubs to:

- Empower more girls through Dream It Be It.
- Support the focus on our target population of girls.
- Comply with SIA's Procedures for Working with Youth.
- Report impact of club projects through the online database.

Tactics:

- 45% of Founder Region clubs will provide Dream It, Be It: Career Support programs for Girls who face obstacles such as poverty, violence and teen pregnancy. The Region DIBI Chair will monitor and measure the amount and number of clubs participating and evaluate our impact at the end of May each year.
- Encourage clubs to form a committee and hold a planning meeting to prepare for participation in and implementation of a Dream It, Be It: Career Support for Girls program annually.
- Provide education at conference, district meetings, leadership training, presidents' roundtable meetings and club meetings on the value of Dream It, Be It, how to host the program, support another club, comply with Procedures for Working with Youth, and report club projects through the online database.

Objective 3: Region will increase engagement in our Live Your Dream Awards.

Strategies:

Encourage and support clubs to:

- Participate in the Live Your Dream Awards.
- Cultivate partnerships locally to deliver Live Your Dream Awards.

Tactics:

- Maintain 100% club participation in the Live Your Dream Awards program annually.
- Region committee will assist in finding applicants for clubs who wish to give an award but did not receive any eligible applications by December 1 of each year.
- Invite past recipients to speak at meetings and conferences to share their experiences and how the award helped them. Feature at least one past recipient annually at the region conference.
- Encourage clubs to find local donors, matching funds, or grants to increase engagement in the program through presentations at district meetings, and presidents' roundtable meetings annually.
- Live Your Dream club chairs shall invite all applicants to join www.LiveYourDream.org during the notification process.

Objective 4: Region will increase engagement in Dream It, Be It.

Strategies:

- Participate in Dream It, Be It.
- Cultivate partnerships locally to deliver Dream It, Be It.

Tactics:

- Increase region club participation to 45% or more. The DIBI Region Chair will monitor and measure the amount and number of clubs participating and evaluate our impact at the end of May each year.
- Region committee members will work directly with the clubs and serve as a resource for planning and implementing the program.
- Region committee members will offer to speak at club meetings and presidents' roundtable meetings to assist and offer support and guidance for the program.
- Encourage clubs to transform an existing girl's project to incorporate the Dream It, Be It curriculum in order to be considered as participating in the program.
- Encourage clubs to find local donors, matching funds, or grants to increase engagement in the program through presentations at district meetings, and presidents' roundtable meetings annually.

ENGAGEMENT

Members will find value through engagement with our mission.

Objective 1: Region will increase new clubs.

Strategies:

- Charter new clubs.
- Mentor/develop new clubs.

Tactics:

- Charter one new club per year.
- Utilize District and Region leaders to identify potential locations and promote new clubs by inviting women who are interested in chartering new clubs, and extend invitations through Social Media applications. Progress reports will be given quarterly at the region board meetings.
- Mentor new clubs through direct communication, official visits, and an assigned mentor to support newly chartered clubs' sustainability and development.
- All district directors will act as membership coordinators and report to the Governor as well as our Region Membership Chair monthly. The district directors will meet with club presidents to encourage the chartering of new clubs and offer ongoing support to the new clubs, following the guidelines provided by SIA. (Increasing membership is a consistent goal for all clubs within the region.)

Objective 2: Region will increase members in clubs.

Strategies:

Encourage and support clubs to:

- Recruit new members.
- Retain existing members.

Tactics:

- All Founder Region Clubs will be informed of the Diamond Campaign Goal of increasing membership; overall net change in membership of -1% or better; more than 14% new members added; less than 15% terminated members and more than one new chartered club per region by May 2020. Information will be disseminated during President Roundtables, District Meetings, and informational outreach efforts on a continuing basis.

- Empower existing clubs to invite potential new members to join and former members to rejoin.
- Provide an annual Region drawing for sponsors of new members to be given the opportunity to win a Laurel Society donation of \$1000.00.
- Provide an annual Region “Power of Eight” recognition for clubs that retain 90% or more of their membership annually.
- Membership workshops on Recruitment and Retention will be conducted at region conference, and district meetings using the resources on the SIA website. Copies of conference, and district meeting presentations will be available on the Founder Region website as evidence of this work.
- Region Membership Chair and her committee provides recruitment and retention tips, as well as, the support to all clubs in the region.

Objective 3: Region will increase the quality of engagement within our organization.

Strategies:

Encourage and support clubs to:

- Create an enjoyable and civil (courteous and polite) member experience.
- Deliver communicated value to members.
- Onboard new members.
- Leverage LiveYourDream.org as an engagement strategy for past and potential club members (North American clubs).

Tactics:

- Strengthen existing clubs by engaging members in club activities.
- Improve handbooks/guidelines/instructions to empower knowledge and increase transparency.
- Share Federation and Region information with all members in a timely manner through a monthly region newsletter, and presentations at conferences, district meetings, and presidents’ roundtable meetings.
- Encourage clubs to provide education and orientation for members on all aspects of Soroptimist such as structure, history, programs and protocol.
- Region leadership will make available ideas and/or educational programs that share club’s best practices as well as other resources on the Founder Region website.
- Invite past and potential members to engage with the Soroptimist mission through participation in LiveYourDream.org.

Objective 4: Region will enhance our effectiveness for collective, sustainable impact.

Strategies:

- Advocate for SIA’s strategic priorities.
- Support and encourage clubs to align the member experience with SIA’s brand promise.
- Celebrate club, region and organizational success and progress.

Tactics:

- Support of Founder Region Fellowship which is a long-term identifying project of Founder Region and provides grants to women in the final year of their doctoral degree program. Support of these women’s educational pursuits is instrumental to increasing the gender equality in access to education and in the fields of study of the applicants.
- Empower more women and girls through access to education.
- Invite Founder Region Fellowship applicants to join www.LiveYourDream.org
- Encourage clubs to submit projects for Soroptimist Celebrating Success Awards to gain recognition for the work they are doing.

Objective 5: Region will increase the capacity of members to be effective leaders within our organization.

Strategies:

Encourage and support clubs to:

- Identify future leaders.
- Develop future leaders.

Tactics:

- Conduct workshops and encourage member participation in Soroptimist Leadership training, District Meetings, and Region Conference.
- Provide opportunities to serve in leadership positions at Club, District and Region levels.
- Encourage members to volunteer for region committees to acquire hands-on experience in working with volunteers.
- Conduct region board and officer training biannually to ensure that newly-elected board members know their role and know the resources available to them.
- District Directors will conduct presidents' roundtables 3 times per year to assist club presidents in carrying out the duties of their office by:
 - Disbursing material and information from the board meeting, including region and federation updates.
 - Reviewing district and region calendar of events and deadlines.
 - Letting presidents share what is happening in their clubs.
 - Discussing problems/challenges the presidents are dealing with.
 - Educating presidents on Soroptimist programs (district representatives of region committees can be used at these meetings as a resource).
- Include articles on leadership on the Founder Region website and the Founder Region newsletter.

RECOGNITION

We are recognized for our efforts to improve the lives of women and girls who face obstacles such as poverty, violence and teen pregnancy through our Dream Programs.

Objective 1: Region will increase awareness of our Soroptimist brand.

Strategies:

- Promote region Live Your Dream Award recipients as appropriate.
- Develop a web/social media strategy.

Tactics:

- Founder Region clubs utilize public awareness social media sites in order to publicize our Dream Programs. We solicit women for our LYD Awards program, and girls for our DIBI program, as well as share success stories to highlight our mission of improving the lives of women and girls.
- Dream Program award ceremonies will be publicized and attended by district directors and Region Board members throughout the year.
- All club presidents report to their district director three times per year between the months of July and June to update the Founder Region Board of their public awareness progress in terms of emphasizing the Dream Programs and recruitment efforts. These reports are examined at the regularly held Founder Region Board meetings in August, November, February and May of each year.
- Region Public Awareness Chair and her committee provides public awareness tips, as well as, support to all clubs in the region.
- Leverage media opportunities by promoting the Soroptimist brand through the Founder Region website, social media, and region newsletter.

- Work with SIA in planning 100th anniversary of Soroptimist to leverage media opportunities within Founder Region.

Objective 2: Region will help clubs increase awareness of Soroptimists in local communities

Strategies:

Encourage and support clubs to:

- Embrace SIA's branding and recognition strategies.
- Implement SIA's branding and recognition strategies.
- Promote the impact of their local Dream Programs.

Tactics:

- Increase awareness of Soroptimist brand by promoting recognition for the work we do.
- Encourage clubs to implement Soroptimist's visual identity, which includes our mission, logo, tagline and blue color.
- Encourage clubs to help cultivate our brand by participating in and promoting the Live Your Dream Education & Training Awards for Women and Dream It, Be It: Career Support for Girls programs.
- Encourage clubs to have an active website and/or Facebook page to improve their ability to promote Soroptimist and their club activities.
- All club presidents report to their district director three times per year between the months of July and June to update the Founder Region Board of their public awareness progress in terms of emphasizing the Dream Programs and recruitment efforts. These reports are examined at the regularly held Founder Region Board meetings in August, November, February and May of each year.

PHILANTHROPY

Donors will fully fund our Dream Programs.

Objective 1: Increase financial support of Soroptimist's brand-unifying Dream Programs.

Strategies:

Encourage and support clubs and members to:

- Contribute at least 10% of locally raised funds to Club Giving
- Make SIA a recipient of their philanthropic intent
- Contribute Founders Pennies

Tactics:

- In order to provide the necessary funding for our Dream Programs, donors will be solicited on a continual basis at the club level and monitored by each club. All donors will be acknowledged and thanked for their support as the year progresses.
- Maintain 100% club participation in Club Giving.
- Provide Club Giving handouts at every opportunity.
- Encourage clubs to increase their giving to 10% of locally raised funds through District Meeting and Presidents Roundtable reminders.
- Maintain 100% club participation in Founders Pennies by encouraging clubs to include it as a line item in their annual budget.
- Encourage clubs and members to make Soroptimist their charity of choice.
- Educate members on the importance of supporting Club Giving, the Laurel Society, where the money goes and how the funds come back to us.
- Acknowledge and recognize Laurel Society members at annual conferences and district meetings.
- Encourage clubs to honor members by making donations to Laurel Society in their name.
- Encourage monthly giving.

- Fundraise at the Founder Region Conference by conducting the basket raffle to raise funds to support Soroptimist programs.
- Set the example of making Soroptimist our cause of choice by giving region awards and incentives to clubs in the form of Club Giving such as:
 - * Each district drawing one for \$250 at the annual Conference
 - * Host clubs for District Meetings and Conference
 - * Entertainment at Conference
 - * Membership increase award
 - * SCSA Winners
 - * Incentive for selling all basket raffle tickets raffle

FUTURE

We will enter our second century able to serve more women and girls who face obstacles such as poverty, violence and teen pregnancy through our Dream Programs.

Objective 1: Region will improve the cultural readiness to shift region and clubs' program focus.

Strategies:

- Ensure the region is prepared to support SIA's next Big Goal: Invest in the Dreams of half a million women and girls through access to education.
- Mobilize support for our strategic direction.
- Align club work to focus on the Dream Programs.

Tactics:

- All Founder Region clubs will enter the second century of Soroptimist with a rededication to our mission. All clubs will be focused on the main four pillars: membership recruitment and retention, programs, fundraising and public awareness through the efforts of the Founder Region Board and Region Committees. Each of the districts will be monitored by their respective district director who will continue to guide and assist all clubs. District directors will continue monitoring and lending support to the club presidents as they follow their roadmap to success provided by SIA to ensure they are supporting SIA's Big Goal.
- Training will be provided during district meetings held annually, roundtable meetings held three times per year, leadership training held annually, and our annual conference held in the first weekend of May. The Founder Region Board will continue to be the guiding force in ensuring our mission of improving the lives of women and girls and assisting them to face the many obstacles that stand in their way.
- Assist clubs to develop a plan to transition club activities to support SIA's Big Goal.
- Use the tools developed by SIA to evaluate region and club projects.
- Strive to support Sustainable Development Goals #4, 5, 6, & 10.
- Encourage clubs to Take One Step monthly.