





SOROPTIMIST
Best for Women



THE SOROPTIMIST BRAND

Imagine the possibilities

BRANDS



- What they are
- Why they matter
- What that means to us

Imagine the Possibilities



It's very important for a brand to have an identity through the years, but it's very important as well to evolve because times change so fast."

Imagine the Possibilities

GLOBAL BRANDS



EXAMINE THE SOROPTIMIST BRAND



How to make
stronger?

Imagine the Possibilities

EXAMINE THE SOROPTIMIST BRAND



- Deliver our mission
- Stay relevant in a changing world

Imagine the Possibilities



What does the Soroptimist of tomorrow look like?

Imagine the Possibilities



An identifying mark, but so much more ...

Imagine the Possibilities



Authentic brands don't emerge from marketing cubicles or advertising agencies. They emanate from everything a company does."

—Howard Shultz

Imagine the Possibilities

WHAT IS A BRAND?

The emotional connection people make with an organization



BASED ON ORGANIZATION'S

- Values & beliefs
- Experiences offered
- Messages communicated

Imagine the Possibilities



The graphic features a blue background with two muscular arms flexing on either side of a central logo. The logo consists of a stylized 'S' inside a square, with the word 'SOROPTIMIST' and 'Best for Women' below it. The word 'BRAND' is written in large, bold, orange letters with a white outline.

BRAND

To be successful must inspire
Trust
Loyalty
Excellence

Imagine the Possibilities





Steve Jobs & Steve Wozniak

Imagine the Possibilities



STEVE JOBS
Apple



STRONG brands survive

Imagine the Possibilities

STRONG BRANDS SURVIVE



SOROPTIMIST

Best for Women

Imagine the Possibilities



Beauty is in the eye of the beholder just as brands are in the minds of the public

Imagine the Possibilities

WHAT IS THE SOROPTIMIST BRAND?



Imagine the Possibilities

SIA BRAND: The positives



Known as women who work to make the world a better place



Clubs worked hard to focus on mission of improving the lives of women & girls



Projects and clubs as varied as communities served

Imagine the Possibilities

SIA BRAND: The positives



In Japan:
Domestic violence

SIA BRAND: The positives



In Brazil:
Teen dating violence

SIA BRAND: The positives



In Korea:
Sexual assault

SIA BRAND: The positives



In The Philippines:
Sex trafficking

SIA BRAND: The positives



In the U.S.:
Career potential for girls



Recipients report:

- Greater self-esteem
- Increase in economic status
- Serve as role models for their children and communities

live
YOUR
dream
education & training awards for women

Imagine the Possibilities



//
I am so honored to be chosen as a recipient of this award, and I realize that the Live Your Dream Award is not recognition of just me, but of the indomitable female spirit, the human spirit."

—*Shirlee Draper,*
2014 Live Your Dream
Award Finalist

LIVE YOUR DREAM AWARDS



live
YOUR
dream ★★
education & training awards for women

A transformative
effect on women's
lives ...

Imagine the Possibilities

NEW GIRL PROGRAM

DREAM IT * BE IT *
CAREER SUPPORT
{for girls}



OUR MEMBERS

*How do they see
Soroptimist?*

- Programs
- Volunteer opportunities
- Friendships





SUMMING IT UP: *The good news*

OUR BRAND HAS A GOOD REPUTATION

- in local communities
- among those we serve
- with our long-term members

Imagine the Possibilities

THE SOROPTIMIST BRAND



TOP SECRET

GLOBAL RECOGNITION

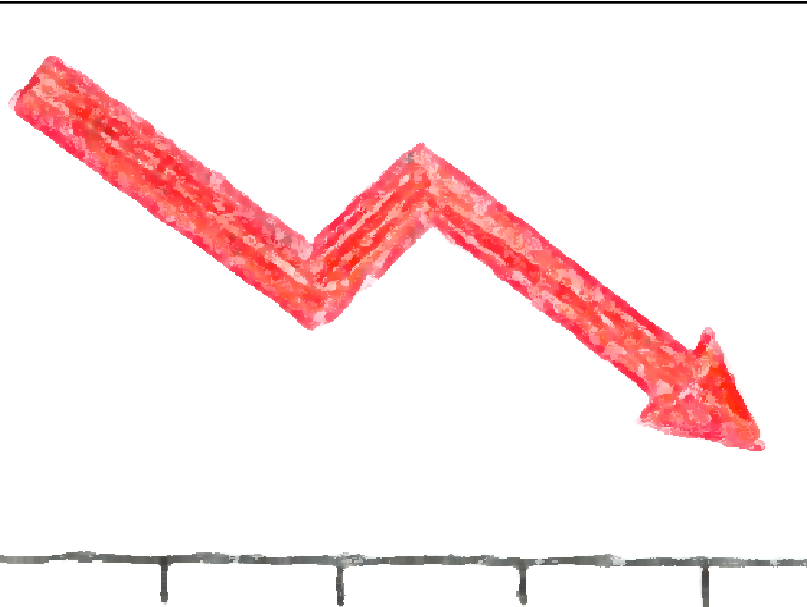


SOROPTIMIST
Best for Women



QUALITY as important as QUANTITY

S
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C
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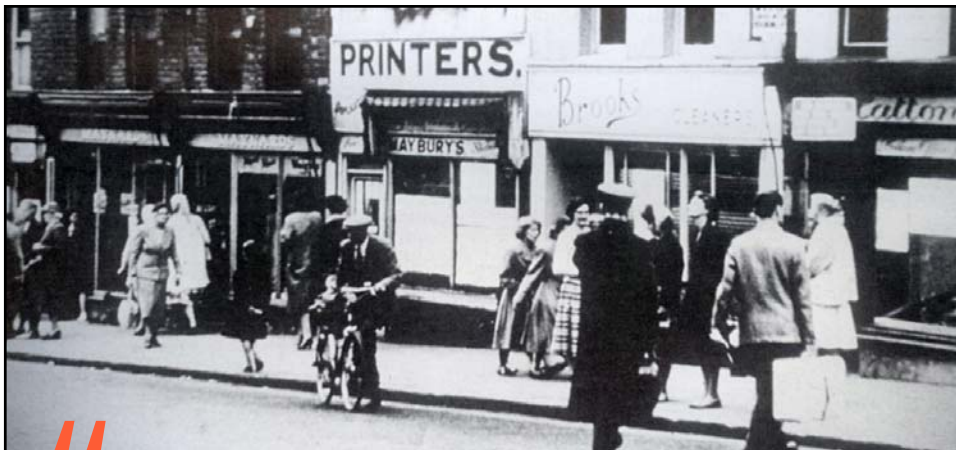
DOWNWARD TREND

SIA'S SIZE DECLINE



- Negative associations with older brands
- Difficult name
- Shift in volunteer landscape
- Changing values of younger generations

Imagine the Possibilities



// Most service clubs were very successful from 1910 to 1950 when business was more local; people lived where they worked; and there were not many options for civic engagement." —Bill Russell, service club executive

Imagine the Possibilities

THE MILLENNIAL GENERATION



Born in the early
1980s-2000s

- Do not desire leadership/personal interaction in clubs
- Seeks community/volunteer opportunities online

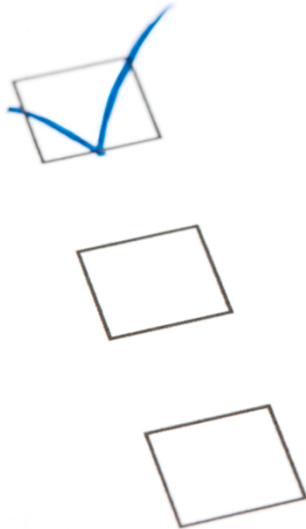
Imagine the Possibilities

IT'S NOT JUST US ...

THE GIRL SCOUTS



WHY DO SOROPTIMISTS LEAVE?



Surveys Show:

48% leave because of the quality of the club experience



Members leave because

- Clubs unwilling to change
- Club experience bureaucratic and reflects bygone era
- Club in-fighting
- Club projects not fulfilling or lack women and girl focus

Imagine the Possibilities

RECRUITMENT BREAKDOWN

ALMOST HALF of prospective new members generated through SIA website

NEVER contacted by a club!

THE END RESULT

HIGH
Almost 50,000 members in 1990

TODAY
About 32,000 members

Imagine the Possibilities

CAUTION: DANGER AHEAD



People change, and so do
their aspirations, and so
should brands."

—Branding Expert,
Laura Busche

REMAINING RELEVANT

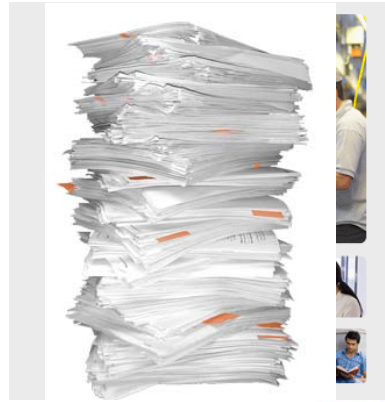


1:

Forget the
sacred cows

Imagine the Possibilities

REMAINING RELEVANT



2:

Change the
concept



Imagine the Possibilities

REMAINING RELEVANT

3:

Think long-term



Imagine the Possibilities

REMAINING RELEVANT

4:
Look
ahead



Imagine the Possibilities



From dying to healthy brands



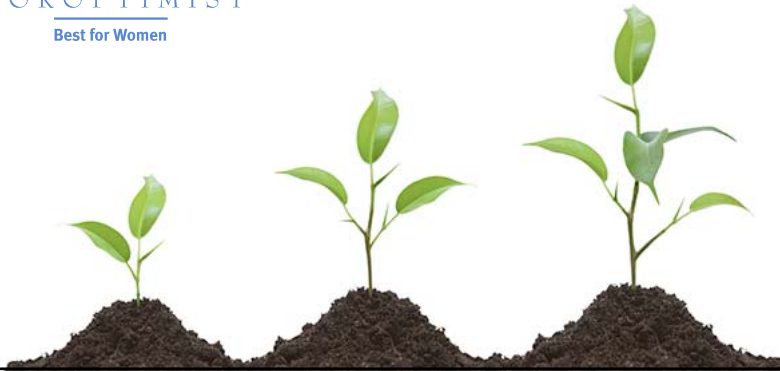
Imagine the Possibilities

REVITALIZING THE SOROPTIMIST BRAND



SOROPTIMIST
Best for Women

Take cues from failures
& successes in the
business world



CLUB ROAD MAP FOR SUCCESS



Lays out qualities of strong clubs by providing direction in

- Program
- Fundraising
- Membership
- Public Awareness

Imagine the Possibilities

GOOD CLUBS
(happy fulfilled members + life-changing work)
=
STRONG BRAND



SOROPTIMIST CLUBS

CREATE A FLEXIBLE ATMOSPHERE

- Be welcoming & inclusive
- Implement membership criteria changes



Imagine the Possibilities

NEW MEMBERSHIP CAMPAIGN

Coming in September 2015!

HELP CLUBS OVERCOME

- incivility
- generational differences



Imagine the Possibilities



RE-ENERGIZE The Soroptimist Brand



A brand strategy to
shed negatives associated
with Soroptimist brand

Imagine the Possibilities

LIVEYOURDREAM.ORG



- Community open
- Anyone interested in supporting Soroptimist mission encouraged to join

Imagine the Possibilities

LIVEYOURDREAM.ORG



INTEGRATES IDEAS FOR SUCCESS

- Offers new way to engage
- Changes concept of old-style service clubs
- Make sacrifices now for benefits later
- Looks ahead by embracing technology and ways for volunteering

Imagine the Possibilities

LIVEYOURDREAM.ORG

The strategy is

- Raising SIA's profile
- Increasing impact
- Bringing new donors & sponsors



LIVEYOURDREAM.ORG



50,000+ SUPPORTERS

30,000+ ACTIONS



2 NEW CORPORATE SPONSORS

Imagine the Possibilities

LIVEYOURDREAM.ORG

The screenshot shows the website's header with the Soroptimist logo and tagline: "A global volunteer organization working to improve the lives of women and girls through programs leading to social and economic empowerment." Below the header is a navigation menu with links for WHO WE ARE, OUR PROGRAMS, OUR IMPACT, NEWS & MEDIA, GET INVOLVED, and CONTACT US. The main content area features a "Members Only" section, a "Donate" button, and a "Focus on Women Blog" section. The central focus is the "Introduction Form" with the heading "Thank you for your interest in joining a Soroptimist Club!" and a "Hear what members have to say!" section. To the right, there are sections for "Other Ways to Get Involved" and "Make a Donation". An orange callout box with white text is overlaid on the bottom right of the screenshot, stating: "LiveYourDream.org listed as referring source on SIA introduction forms".

A lead generator for prospective members

LiveYourDream.org listed as referring source on SIA introduction forms

LIVEYOURDREAM.ORG



We've realized the importance of embracing this program to widen our exposure and not require full membership to participate and have fun with us."

—Marilyn Garnett, SI/Roseville

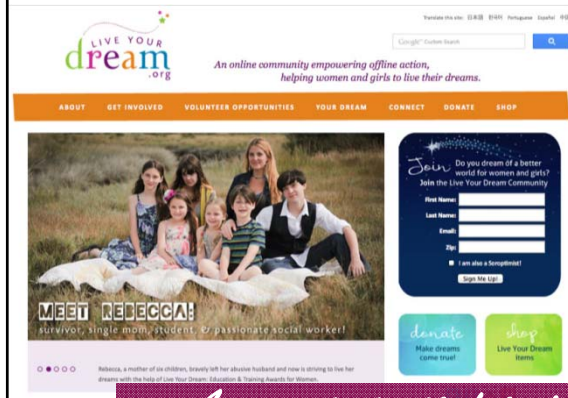


"Only found success with LiveYourDream.org."

— Vera Sunada, SI/Rio Vista



LIVEYOURDREAM.ORG



Currently being piloted in English



Anyone is invited to join to boost numbers

TAKEAWAY: #1



Always remember, a brand is the most valuable piece of real estate in the world; a corner of someone's mind."
—John Hegarty

TAKEAWAY: #2



Brands
CAN
and
SHOULD
change!

Imagine the Possibilities



The most powerful brands
are built from the heart



They are real and sustainable. Their foundations are stronger because they are built with the strength of the human spirit, not an ad campaign. The companies that are lasting are those that are authentic."—Howard Shultz

OUR BRAND FUNDAMENTALS ...

Are real & authentic



BUILD A STRONGER FOUNDATION

- Improve the club experience
- Increase ranks of clubs and LiveYourDream.org

Imagine the Possibilities

INCREASE OUR COLLECTIVE IMPACT ...



ENHANCING OUR ABILITY TO HELP

- women
- girls
- their communities
- the world

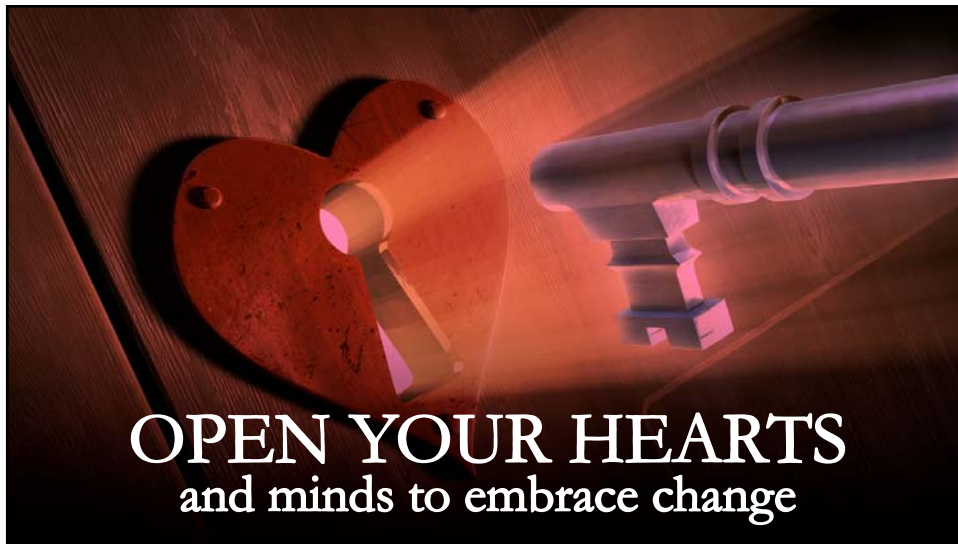
Imagine the Possibilities

RECONSIDER THE CLUB EXPERIENCE



- *Discuss it with your club*
- *Adopt new concepts for healthy successful clubs!*

Imagine the Possibilities



OPEN YOUR HEARTS
and minds to embrace change



Welcome the younger generation

Imagine the Possibilities



Innovation distinguishes between a **leader** and a **follower**." —*Steve Jobs*

Imagine the Possibilities

OUR CHARGE IS CLEAR:



LEAD through
INNOVATION ...



or get left behind!

Imagine the Possibilities



SOROPTIMIST OF THE FUTURE

- Well-known
- Respected
- Vibrant
- Innovative
- Inclusive
- Effective
- Trusted

A woman in a business suit standing on a wooden crate in a desert, looking through a telescope. The woman is wearing a black blazer, black pants, and a black bag. She is standing on a wooden crate and looking through a telescope. The background is a vast, flat desert landscape under a clear sky.



LET'S DREAM IT.
LET'S BE IT.



Thank you!

Imagine the Possibilities