



SOROPTIMIST

Best for Women®

MEMBERSHIP

South Atlantic Region Conference 2017

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South Atlantic Region





SAR Member Values

Being with other like-minded women

Friendship and fellowship

Opportunity to volunteer in local community

Being part of a global organization

Personal connection to the mission





**Being A
Healthy Club**



**Improving Our
Listening Skills**



**Understanding
Generations**



Being A Healthy Club



A close-up photograph of a hand holding a black pen, writing on a checklist in a notebook. The notebook is open, showing a grid-lined page with a checklist. The background is blurred, showing another page of the notebook. The overall color palette is warm and slightly desaturated, with a blue tint. The text 'Health Indicators' is overlaid on the left side of the image in a bold, dark blue font. Below it is a list of six bullet points, also in dark blue, listing various indicators for health.

Health Indicators

- Club size
- Successful DREAM programs
- Member engagement
- Productive meetings
- Leadership succession
- Financial resources

Club Size

- SIA Recommendation: at least 12 members
- Resources:
- Recruitment tips
- MemberSHIP campaign site (bit.ly/SIAMembership)
- RESOURCE:
 - Region Membership Chair
 - Recruitment Tips

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Dream Programs

live
YOUR
dream
education & training awards for women

DREAM IT • BE IT
CAREER SUPPORT
{for girls}

RESOURCE:

- Region Program Chairs
- Online Program Resources

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- Engagement = Retention
- Full participation in club projects
- Is everyone assigned to a task they enjoy?
- RESOURCE:
 - Capacity Inventory
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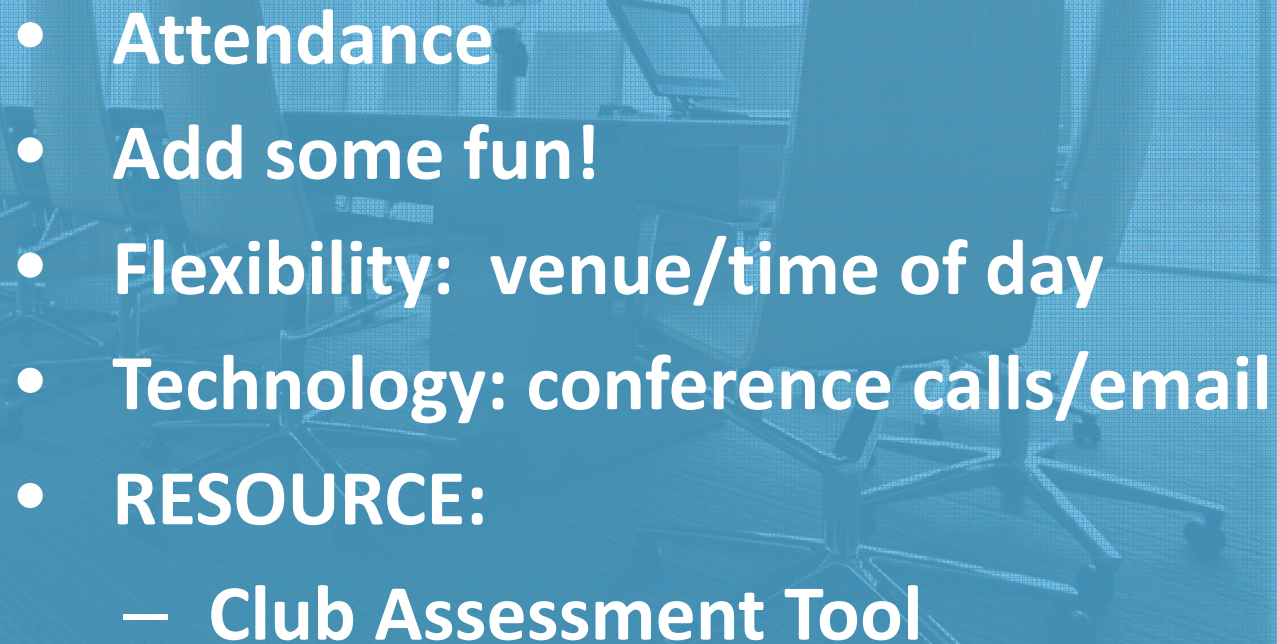
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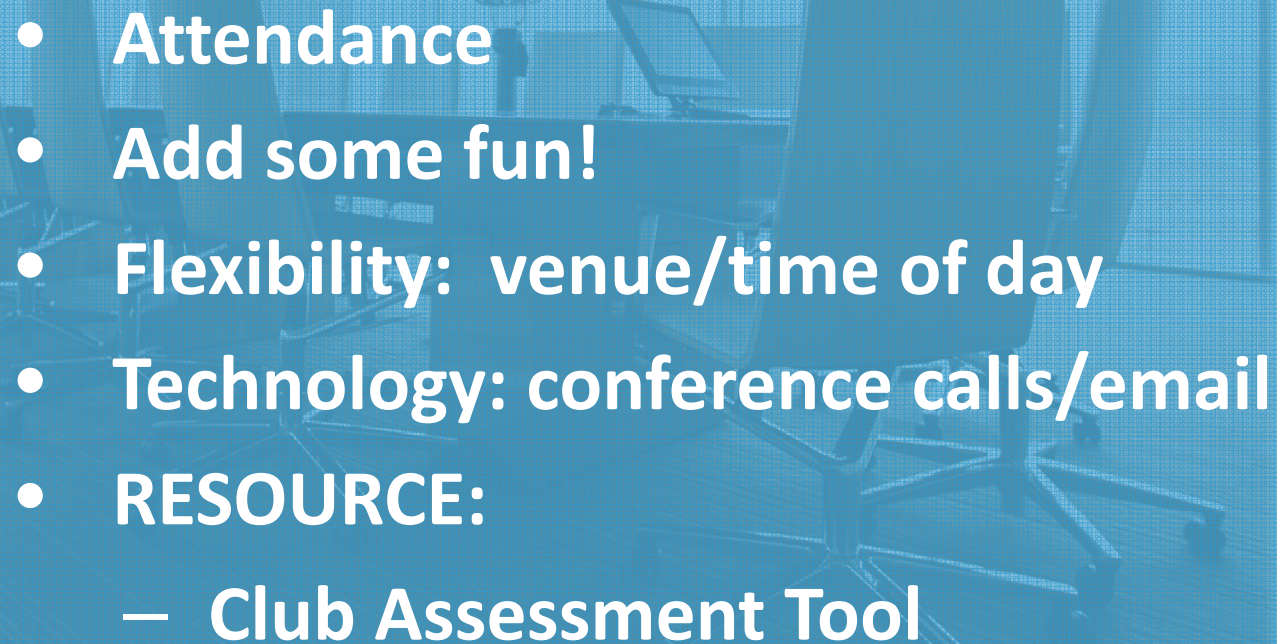
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Productive Meetings

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- Attendance
 - Add some fun!
 - Flexibility: venue/time of day
 - Technology: conference calls/email
 - RESOURCE:
 - Club Assessment Tool

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Leadership Succession

- Delegate
- Mentor new leaders
- **RESOURCE:**
 - Position descriptions
 - Developing Your Leadership Skills webpage

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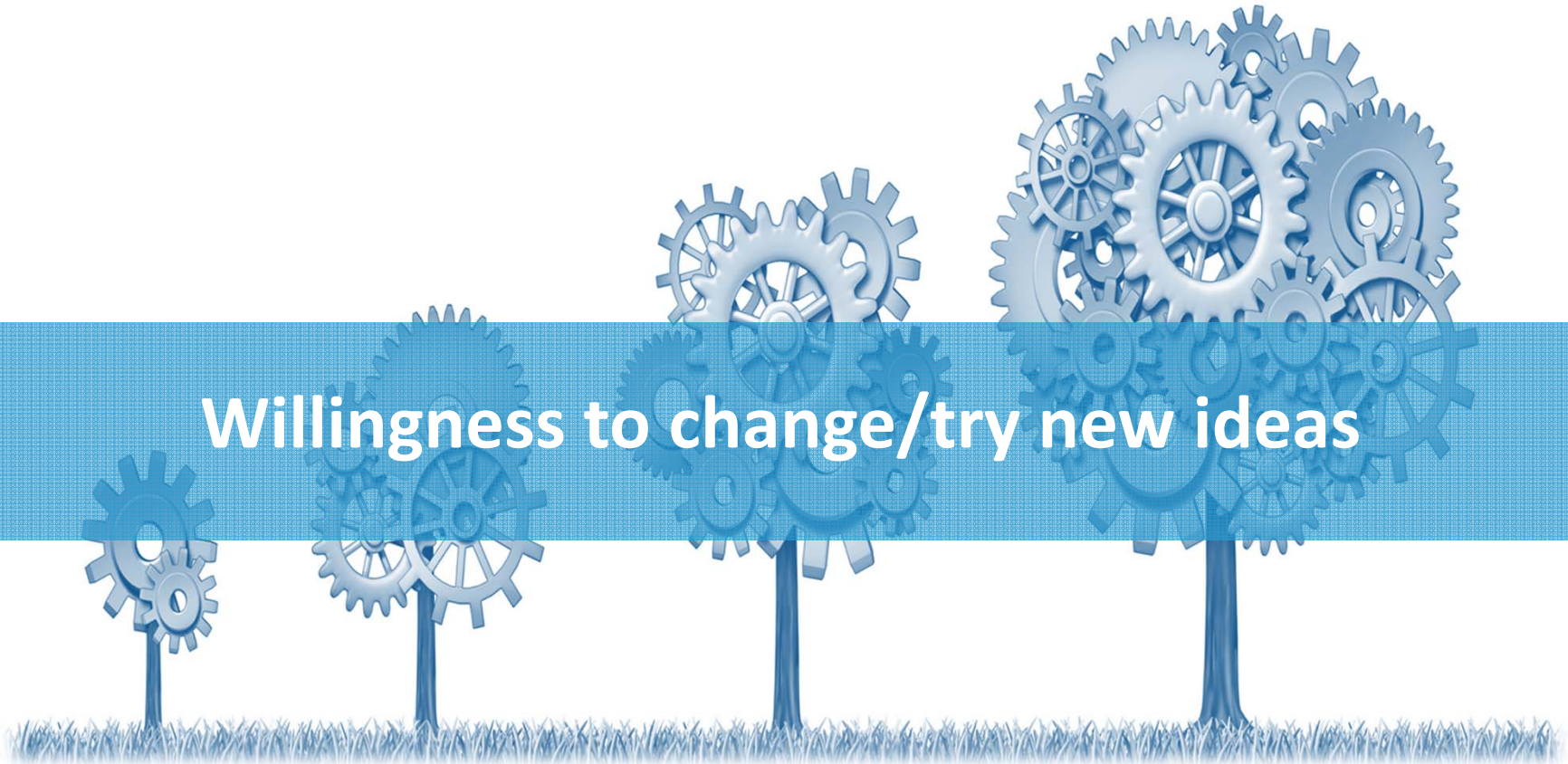
Financial Resources

- Club treasurer resources
- Fundraisers
- RESOURCE:
 - Club Treasurer Guidelines
 - Region Fundraising Chair



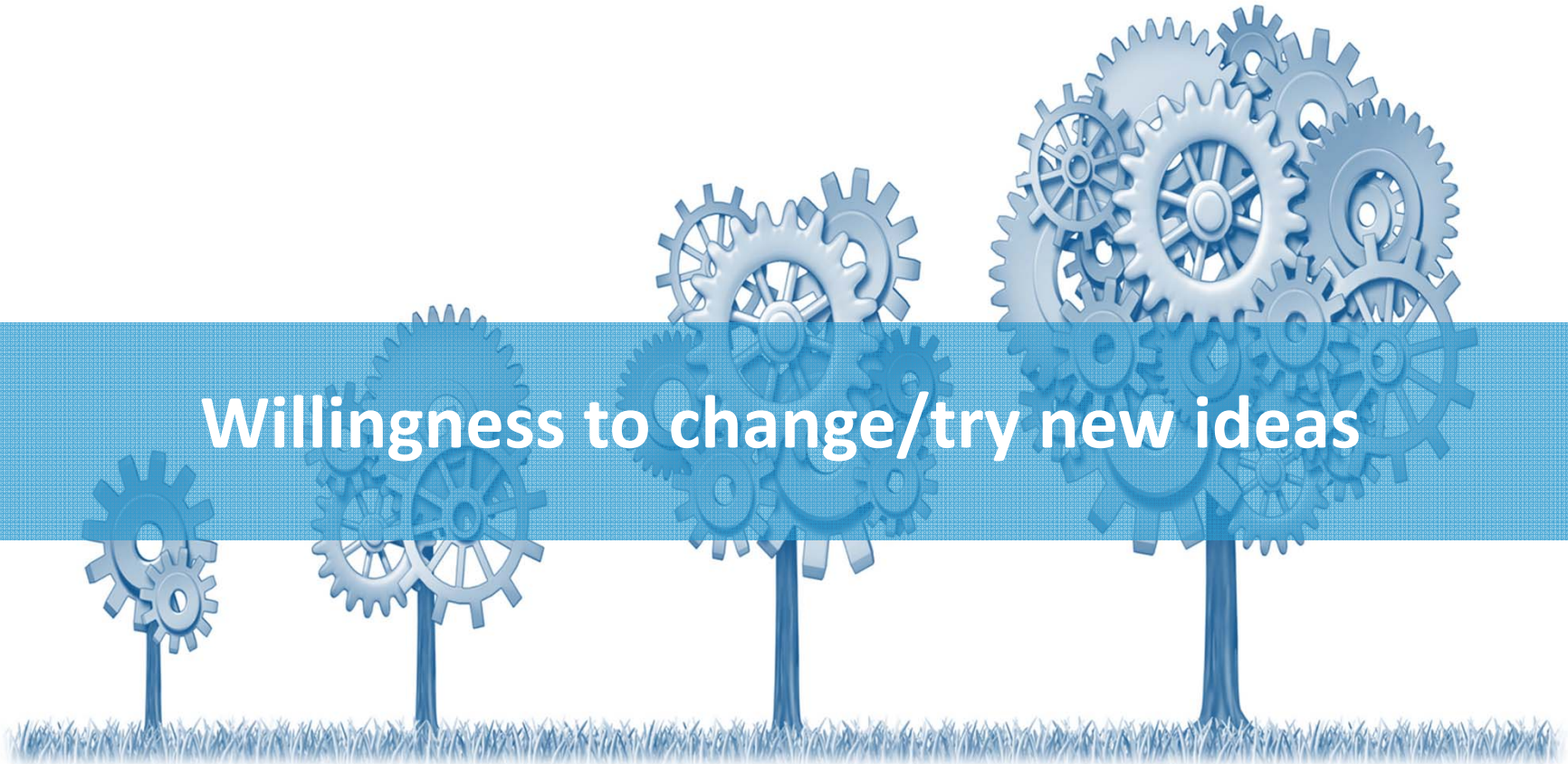
SAR: What could improve your club experience?

Willingness to change/try new ideas



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Being A Healthy Club

A close-up photograph of a hand holding a pen and writing on a checklist in a notebook. The notebook is open, showing a page with a grid pattern and a list of items with checkboxes. The background is a blurred blue surface, possibly a desk or a wall. The overall tone is professional and focused.

Where does your club stand?



Improving Our Listening Skills





**Spend
60%
of our time
listening**

**Retain
25%
of what
we hear**



Hearing

physical process; natural; passive

Listening

physical & mental process; active;
learned process; a skill



Why Be A Good Listener?

Recognized

Remembered

Valued

Know the wants and needs of others

Respected

Understood





Builds Stronger Relationships



Creates acceptance and openness



Leads to learning

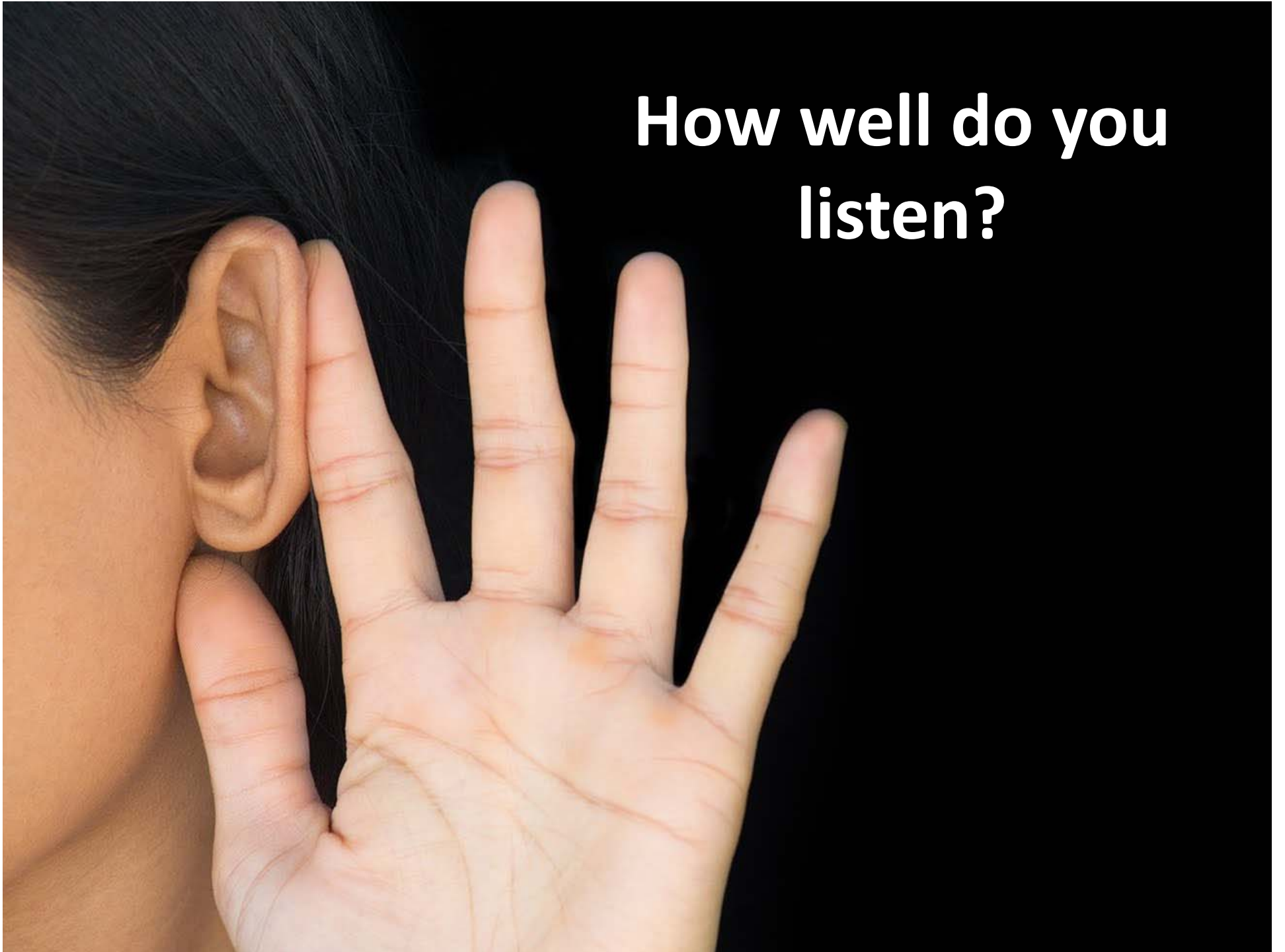


Reduces stress and tension



CRITICAL in conflict resolution

**How well do you
listen?**



**Be mentally
prepared to
listen.**





**Evaluate the
speech not
the speaker.**

**Be unbiased to the
speaker by
depersonalizing
your feelings.**



**KEEP
CALM
AND
REMAIN
NEUTRAL**

**Fight distractions by
closing off sound
sources.**



**Be open
minded.**



Gain clarity.



Paraphrase.



Use non-verbal signals.





Listen





Understanding Generations

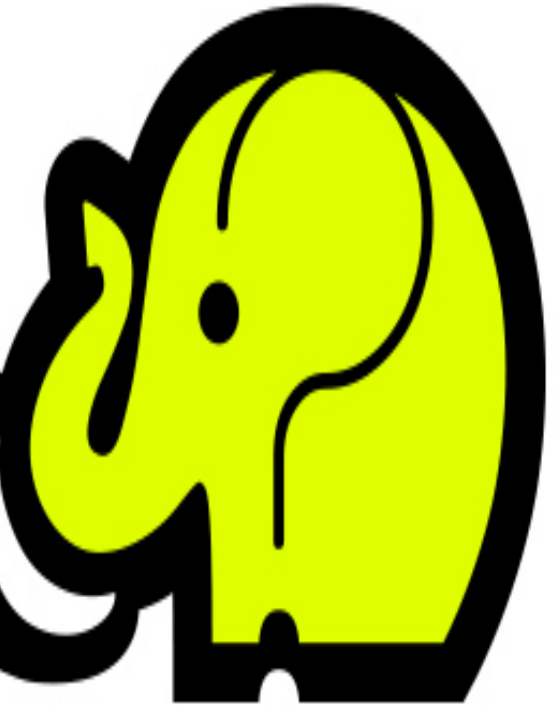






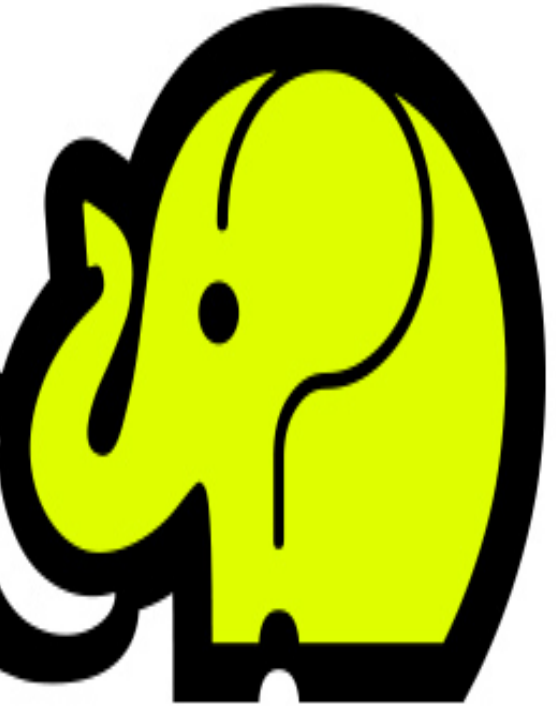


Do You
Remember





Do You
Remember





Matures • Baby Boomers • Gen X • Millennials



Mature Generation

Born 1925 -1941 (ages 76-92)

GENERALLY:

Take charge

Hardworking

Team members

Uneasy with change

KEY TO ENGAGEMENT:

Respect their experience

Recognize and reward service

Use a personal touch

In one word: **Loyal**





Baby Boomers

Born 1942-1964 (ages 53-75)

GENERALLY:

High achievers

Question authority

Value creativity

Love adventure

Make a difference

KEY TO ENGAGEMENT:

Acknowledge their contributions

Let them know they are needed

Recognize them in public

In one word: **Optimistic**





Gen X

Born 1965-1981 (ages 36-52)

GENERALLY:

High sense of survival
Unimpressed by titles
Value independence
Adaptable
Seek work/life balance

KEY TO ENGAGEMENT:

Let them do it their way
Remove unnecessary rules
Provide frequent feedback
Give them time for fun

In one word: **Skeptical**





Millennials

Born 1982-2000 (ages 17-35)

GENERALLY:

Respect is earned

Crave flexibility & change

VERY adaptable

Accept diverse backgrounds

How they fit in the big picture

KEY TO ENGAGEMENT:

Be open and fair

Take time to orient them

Provide ongoing feedback

Provide a mentor

In one word: **Hopeful**





Pop Quiz





How Millennial Are You?

1. Do you get your news mainly from social media?
2. Do you have a blog?
3. Do you own a smartphone?
4. Have you “checked-in” somewhere?
5. Do you use Instagram?
6. Do you wear skinny jeans?



How Millennial Are You?

7. Do you own a pair of Uggs?
8. Have you uploaded a video to YouTube?
9. Do you have a tattoo?
10. Have you backed a Kickstarter?
11. Have you gone on a juice cleanse?
12. Did you have a quarter-life crisis?



How Millennial Are You?

of **YES** answers

0-3 Millennial...you...not so much.

4-6 You sort of think like a Millennial.

7-9 Yes...your outlook on life is pretty Millennial-ish.

10-12 No doubt about it – you think like a Millennial!



Understanding Generations

- Know the different generations
- Don't judge a book by its cover
- It's not what you say, but how you say it
- Adopt “ageless thinking”



Understanding Generations

- Create a mentoring program
- Team-building activities
- Collaborate
- Vary communication



Understanding Generations

- Respect each other
- Capitalize on members' strengths
- Patience



Understanding Generations

Target Market Information

Generational Profiles

Notable Events &
Prominent Women

Communicating &
Marketing Soroptimist

All aboard the
MEMBERSHIP

SIA Member &
Club Campaign




SOROPTIMIST
Best for Women



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Understanding Generations

*thank
you*

The words "thank you" are written in a dark blue, cursive font. The text is surrounded by decorative elements including yellow leaves, blue flowers, and small gold dots, all arranged in a circular pattern around the text.