### **Soroptimist International of the Americas**



### Soroptimist's 100<sup>th</sup> birthday!



### Building plans together for our next century



### Increasing our collective impact

Strengthening our organization by working together to improve the lives of women and girls



## Strengthening our organization will require

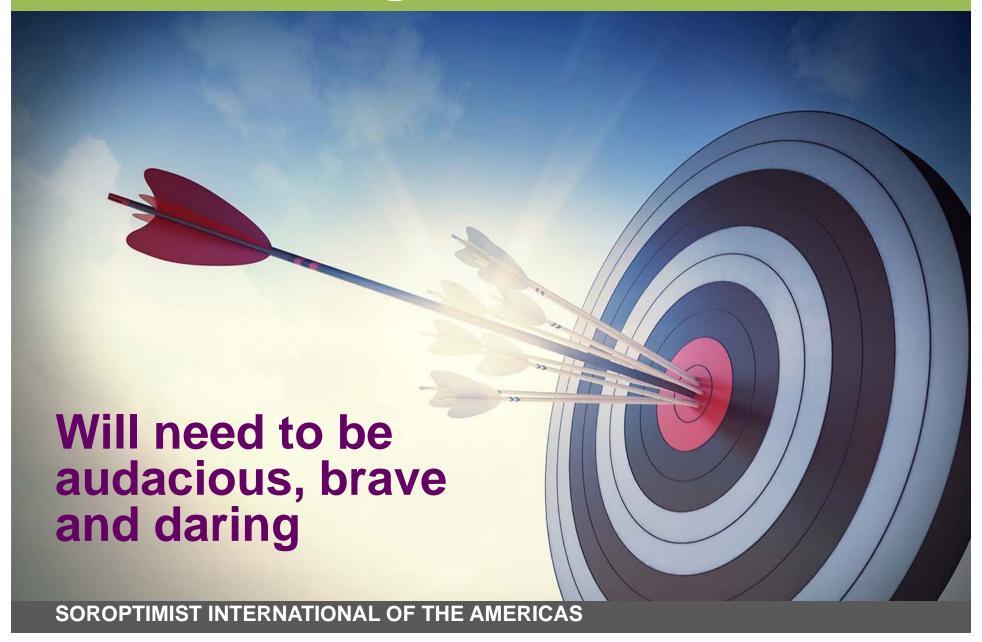


SOROPTIMIST INTERNATIONAL OF THE AMERICAS

### Organization-wide focus on:

- Providing
  measurable and
  sustainable
  programs that focus
  on access to
  education
- Being well known for the impact these programs deliver
- Attracting women eager to join our organization
- Appealing to a diverse set of donors

### Our Next Big Goal



### Our Next Big Goal



# Our First Big Goal Planning Exercise



More than 600 clubs helped select our next Big Goal:

Invest in the dreams of women and girls through access to education

### Clubs said this goal:



Reflects the service clubs deliver today



Reflects the service clubs want to do in the future

### To achieve this next Big Goal ...

#### Clubs said we needed to:



Focus on our membership experience



Increase the impact of our Dream Programs



Improve our public awareness

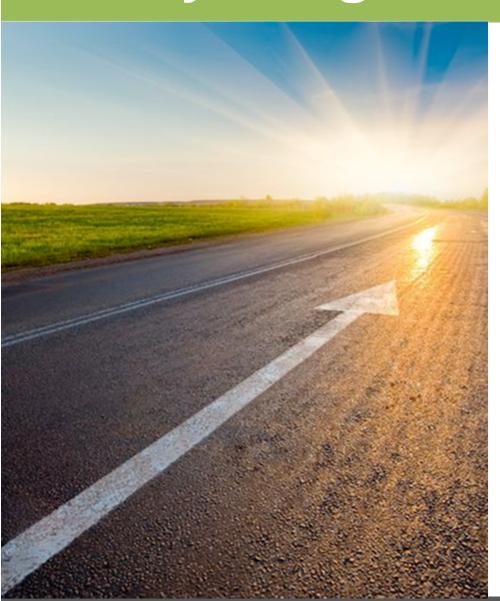
Increase outside funding for our programs

## Our organization will need to focus on these priorities



Together we can build, support and realize our plans!

### Today's Big Goal Exercise:



- 1. What work will we need to do and stop doing?
- 2. How many girls can we realistically reach?

### We will have to work together



To change the way we work

# How can we change the way we work



### What could we do?

## What could our club do in order to devote more resources to the Soroptimist Dream Programs? Select three and rank in terms of priority.

- Improve our club experience to support recruitment and retention
- Target member recruitment to women interested in our Dream Programs
- Educate our members about the global impact of our Dream Programs
- Use the resources available from SIA headquarters for participating in the Dream Programs
- Collaborate with other clubs or community organizations to increase the impact of our Dream Programs
- Focus on increasing the impact of our existing Dream Programs
- Support the Dream Programs globally by increasing our Club Giving donation
- Shift our financial resources from other projects to our Dream Programs
- Invest resources in marketing the global impact of the Dream Programs in our community
- Raise more funds locally to support our Dream Programs
- Revise existing club projects to include our Dream Programs (i.e. offer Live Your Dream Awards to trafficking or domestic violence survivors or use the

### What could we do?

# Is there anything not mentioned that our club can do to devote more resources to our Soroptimist Dream Programs?





### What could we STOP doing?

What could our club stop doing in order to devote more resources to the Soroptimist Dream Programs? Select three and rank in terms of priority.

- Stop investing resources in other local club projects
- Stop financially supporting other organization's projects
- Stop spreading our resources across several projects
- Stop responding to every request for financial support we receive from the community
- Stop partnering with other organizations on their projects
- Stop being exclusive about who we invite to be members
- Stop being resistant to changing our organization's focus
- Stop being tied to long-standing activities and projects that do not directly support SIA's goal of increased collective impact

### What could we STOP doing?

Is there anything not mentioned that our club could STOP doing to devote more resources to the Soroptimist Dream Programs?





### What support would we need?

What does our club need from our SIA headquarters to support our efforts to increase the impact of the Soroptimist Dream programs? Pick three and rank by priority.

- Provide leadership training to our members
- Clearly define what is expected of our club
- Increase outside funding for the Dream Programs
- Increase direct communication with our club members
- Provide financial assistance to implement our Dream Programs
- Provide additional tools to implement our Dream Programs
- Recognize clubs for their outstanding support of the Dream Programs
- Share best practices of other clubs' implementation of the Dream Programs
- Provide more local public awareness tools to get the message out about our Dream Programs' impact
- Include all of our club's education projects in measuring our collective impact and progress toward our Next Big Goal—not just our Dream Programs
- Implement a global awareness campaign to increase the recognition of our Dream Programs impact
- Provide more transparency in financial reporting

### What support do we need?

Is there anything else, not mentioned, that our club would need from SIAHQ to accomplish these things?

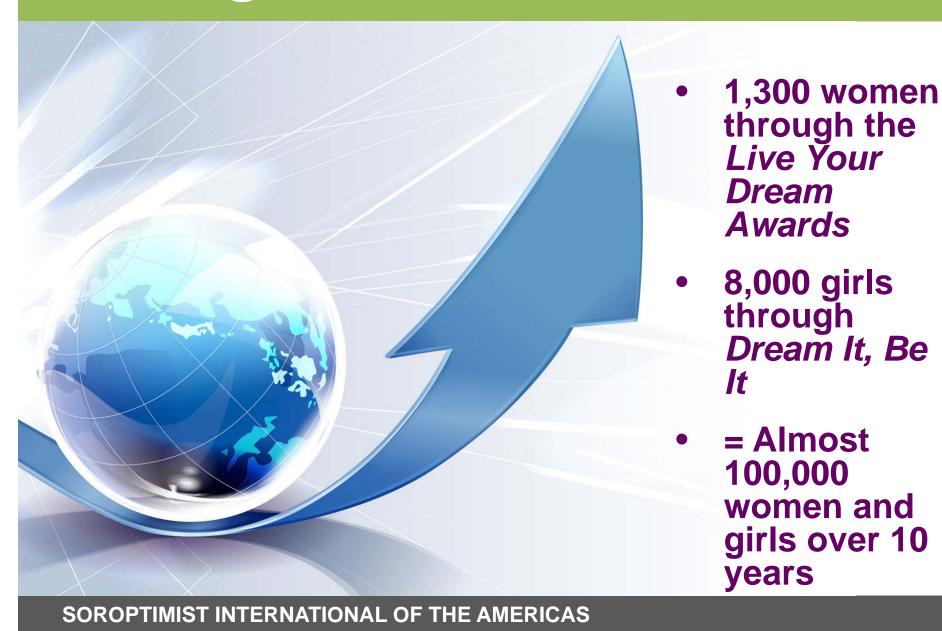
# How many women can we reach?



# 1 MILLION WOMEN & GIRLS

Inspirational but is it achievable?

### Setting a realistic number



### Identifying a realistic number

- How many women do we currently reach annually through the Live Your Dream Awards?
- How many girls do we currently reach annually through *Dream It*, Be It?





### Identifying a realistic number

What is the annual number our club could reasonably reach by making the changes suggested earlier?

- Women through the Live Your Dream Awards?
- Girls through *Dream It, Be It*?



### The power of our organization

to develop the abilities of women and girls who need our help



## Is our club supportive and excited about our organization's plans to have a Big Goal?

 On a scale of 1 to 5 (with 1 being not excited at all and 5 being very excited) how excited are the members in our club about having a Big Goal to reach even more women and girls in our next century?

## Is our club supportive and excited about our organization's plans to have a Big Goal?

 On a scale of 1 to 5 (with 1 being not supportive at all and 5 being very supportive) how supportive are the members in our club of working together as one organization to achieve our next Big Goal of reaching even more women and girls in our next century?

# Our board wants to hear from us!

## Is there anything else we want to share?



### **Questions or comments**

Contact the SIA Board of Directors through headquarters:

Email: siahq@soroptimist.org

Phone: 215-893-9000



### Thank you

