

Soroptimist International of the Americas

Invest in the Dreams of Women & Girls



SOROPTIMIST
Best for Women



NEXT BIG GOAL EXERCISE

Soroptimist's 100th birthday!



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Building plans together for our next century



Members, leaders
and staff are
defining **WHAT** we
want to do and
HOW we want to
do it

Increasing our collective impact

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



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Strengthening our organization will require



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

**Will need to be
audacious, brave
and daring**

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Our Next Big Goal

It will provide not only focus and direction, but also inspire and engage members, supporters and donors

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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!**

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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

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How can we change the way we work

To support our next Big Goal and increase the impact of the Dream Programs?



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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 Dream It, Be It curriculum with the girls we already mentor)

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

- 
- **1,300 women through the *Live Your Dream Awards***
 - **8,000 girls through *Dream It, Be It***
 - **= Almost 100,000 women and girls over 10 years**

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



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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?**



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Questions or comments

***Contact the SIA Board of
Directors through headquarters:***

Email: siahq@soroptimist.org

Phone: 215-893-9000



Thank you



**For dreaming
with us to help
realize the
future of our
organization!**

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