



Reaching Higher: Engaging more women and girls for the BIG GOAL

Presented by:
TARA AYERS
CECR PROGRAM CHAIR

2024 CENTRAL EAST COAST REGION FALL
MEETING





INCREASE the number of **WOMEN** and **GIRLS** your club can reach



▶ Dream Programs



▶ Big Goal Accelerator Projects



x 500,000
empowered to live their dreams



How can we work **DIFFERENTLY** and reach **MORE** women and girls?





Start a *Dream It, Be It* project!

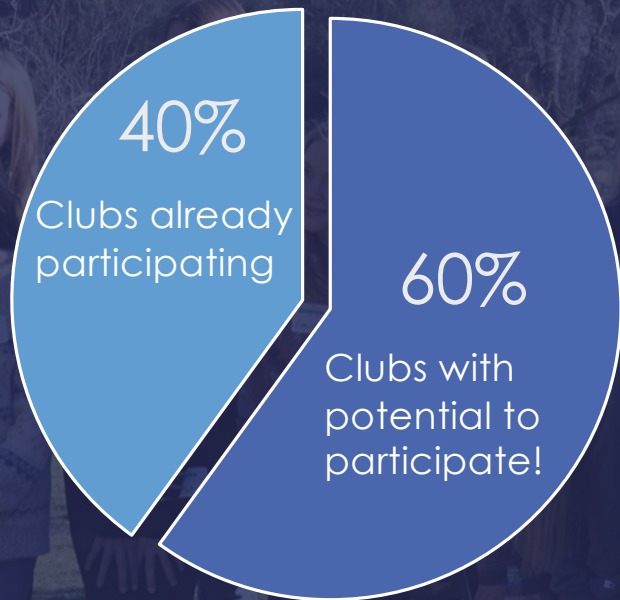


2024 SIA Region Meetings

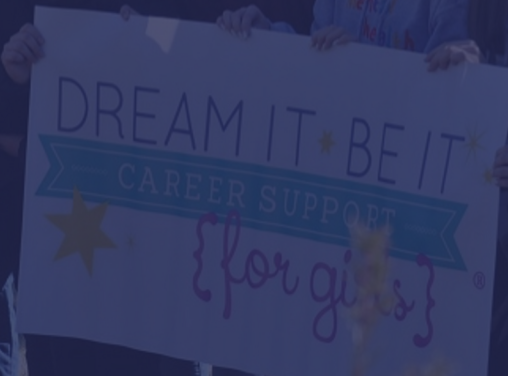


Start a *Dream It, Be It* project!

Why?



- ▶ Impact many girls with lower cost per girl
- ▶ Engage potential new members & supporters with volunteer opportunities





How can you **EXPAND?**

- ▶ New partnerships
- ▶ Explore funding sources
 - ▶ Apply for a Soroptimist Club Grant!
- ▶ Provide incentives for girls to bring a friend
- ▶ Make your program fully accessible
 - ▶ Food
 - ▶ Transportation



INCREASE IMPACT

- ▶ Give **MORE** awards!
 - ▶ Shift funds towards more awards
 - ▶ Ask local businesses or individuals to sponsor an award





Publicity

More applications!

Share

applications with
nonprofits or schools

*Create personal
contacts*

Host

application
workshops

Help women apply

Connect

with other clubs
who have
applications to share

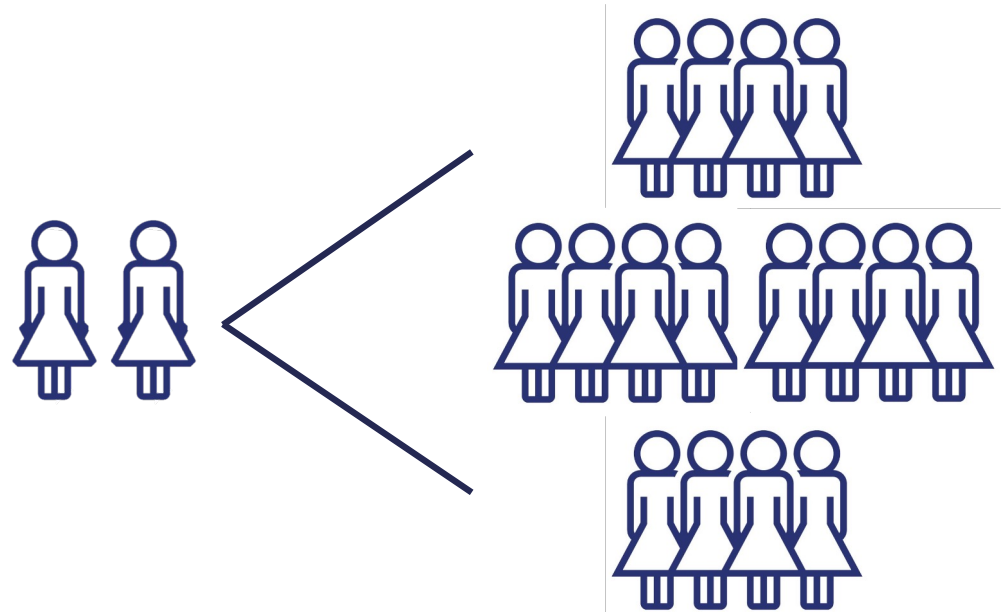
*Share applications
between clubs*

Expand your reach

More awards!



Choose **PROJECTS** that reach
a **LARGE NUMBER** of **WOMEN** and **GIRLS**



INCREASE IMPACT
through
Big Goal
Accelerator
Projects



Public Awareness: SHARING STORIES

▶ **Communication is key!**

- ▶ Participant must be comfortable with how her story is shared
- ▶ Make sure she is empowered!
- ▶ Use respectful language
- ▶ Highlight strengths

Use person-first language

- ▶ The experiences do not define them!
- ▶ Example:
 - ✓ An awardee "experienced domestic violence"
 - ✗ A "battered woman"
- ▶ Always have the participant review and make edits!
- ▶ Show that you value her voice!



It's related!



We want everyone to have a **positive experience** for:

- ▶ Your club's reputation
- ▶ Our global brand
- ▶ The dignity of each participant!

Participants will help spread the word!



Be open to **new tactics!**

- ▶ Try partnering again
- ▶ Reach out to a new contact
- ▶ Talk to other clubs





Club Toolkit



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.®

Big Goal Accelerator Projects Club Toolkit

2021-2031 Big Goal: Invest in the Dreams of Half a Million Women and Girls

Big Goal Accelerator Projects

Big Goal Accelerator Projects are those projects that are designed to address the needs of women and girls who are facing obstacles who are not already served by or counted under the Dream Programs (Live Your Dream Awards and Dream It, Be It). These projects are called Big Goal Accelerator Projects. It is important to note that not all club and region projects can count toward the next Big Goal.

Big Goal Accelerator Project Eligibility

What criteria must projects meet to be eligible?

To be eligible, club and region work must meet ALL of the following criteria:

1. Work only with women and/or girls who are facing obstacles who are not already served by or counted under the Dream Programs (Live Your Dream Awards and Dream It, Be It)
2. Provide access to formal education with the ultimate goal of economic empowerment
3. Be a Soroptimist-led hands-on project
4. Be reported to SIA through the official reporting [link](#)

live
YOUR
dream ★★
education & training awards for women®



Club Participation Toolkit



709 Spruce Street | Philadelphia, PA 19103 | 215-895-9000 | siahq@soroptimist.org | Soroptimist.org | LiveYourDream.org
© Soroptimist International of the Americas, Inc.®

Use the resources!

Need
FINANCIAL SUPPORT
for a
BIG GOAL ELIGIBLE
PROJECT?



Apply for a
**SOROPTIMIST
CLUB GRANT!**





Help us
increase
the **global**
impact
of our
programs!

