

Strategic Plan

SI [Club Name]

[Club Year]

VISION

Women and girls have the resources and opportunities to reach their full potential and live their dreams.

MISSION

Soroptimist improves the lives of women and girls through programs leading to social and economic empowerment.

CORE VALUES

Soroptimist International of (club name) is committed to:

* GENDER EQUALITY: Women and girls live free from discrimination.
  + - EMPOWERMENT: Women and girls are free to act in their own best interest.
    - EDUCATION: Women and girls deserve to lead full and productive lives through access to education.
* DIVERSITY & FELLOWSHIP: Women from varied backgrounds and perspectives work together to improve the lives of women and girls.

STRATEGIC OUTCOMES

IMPACT

All Soroptimists collectively provide a sustainable impact on the lives of women and girls.

Objectives and Strategies

1. Increase the impact of the Live Your Dream: Education and Training Awards for Women.
   1. …
   2. …
2. Increase the impact of Dream It, Be It: Career Support for Girls.
   1. …
   2. …
3. Enhance organization-wide effectiveness for collective, sustainable impact.
   1. Participate in our federation programs or club projects that increase the economic and social empowerment of women and girls.
   2. Evaluate and examine our club’s projects to ensure they are aligned with our federation mission.
   3. …

ENGAGEMENT

Members and supporters will find value through engagement with the SIA mission.

Objectives and Strategies

1. Enhance the ability of our club to increase membership.
   1. Perform a club assessment and measure member satisfaction by surveying our current, prospective and former members about our club activities and the membership experience in our club.
   2. Identify opportunities to accommodate different levels of involvement/interest in membership.
   3. Recognize and promote positive behaviors of our members.
   4. Follow-up with all leads for potential members in a timely manner.
   5. Use social media to engage our members and attract new members.
   6. Hold a new member orientation and/or assign a mentor for each new member.
2. Increase opportunities to engage with our organization.
   1. Create an atmosphere that encourages participation of all our club members.
   2. Offer meaningful leadership and volunteer opportunities to our members.
   3. Routinely check our club’s email account provided by headquarters.
   4. Use membership resources available on our federation’s website.
   5. Create a leadership succession plan for our club.
3. Increase our club’s engagement in the LiveYourDream.org online community.
   1. Encourage our members to sign-up for our LiveYourDream.org online community.
   2. Recruit family, friends, and acquaintances to sign-up for our LiveYourDream.org online community.
   3. Invite local LiveYourDream.org supporters to participate in our club activities.

RECOGNITION

SI (club name) is recognized for its efforts to improve the lives of women and girls.

Objectives and Strategies

1. Increase global awareness of the Soroptimist brand.
   1. Promote participation in our LiveYourDream.org advocacy campaigns.
   2. Use our federation’s and club’s social media to help publicize club projects.
2. Enhance the ability club and members to raise awareness of Soroptimist in local communities.
   1. Participate in and publicize Soroptimist Dream Programs–Live Your Dream: Education and Training Awards for Women and Dream It, Be It: Career Support for Girls.
   2. Hold a local Live Your Dream Award event to honor our award recipients.
3. Strengthen the Soroptimist brand’s uniformity and ease of recognition.
   1. Keep our club website updated.
   2. Consistently use our federation’s “S” logo on publicity materials.
4. Provide opportunities for our members to express their affinity with our federation.
   1. Provide content for our members to share on personal social media sites.
   2. Create member testimonial videos.
   3. Encourage our members to wear membership pins.

PHILANTHROPY

Members and supporters of Soroptimist will financially support federation programs.

Objectives and Strategies

1. Enhance the understanding of club members and the public about the value of contributions to our federation.
   1. Use fundraising resources available on our federation’s website.
   2. Communicate with our donors through social media and club newsletters.
2. Enhance the ability of members and supporters to serve as fundraising advocates (committee members), ambassadors (committee chairs) and askers (board members).
   1. Encourage a culture of giving throughout our organization.
   2. Educate our members and the public about our programs and outcomes of Soroptimist programs.
   3. Educate our members about stewarding potential donors.
   4. Conduct at least one fundraising event in our local community.
3. Increase funds raised to support our federation-wide programs that increase our collective impact for women and girls.
   1. Donate at least 10% of fundraising proceeds through our federation’s Club Giving Program, which supports our federation-wide programs (Live Your Dream: Education and Training Awards for Women, Soroptimist Club Grants, Dream It, Be It: Career Support for Girls, and others).
   2. Contribute Founders Pennies for each of our members.
   3. Promote personal giving by our members for recognition in the Laurel Society.
   4. Campaign for enrollment in the Laurel Legacy.
4. Increase funds raised to support our Soroptimist-wide programs that increase our collective impact for women and girls.
   1. Contribute to the SI President’s Appeal through our federation.
5. Increase funds raised to support our local club’s programs that increase our collective impact for women and girls.
   1. Financially support our club and region projects.
6. Increase corporate sponsorship contributions.
   1. Attract local corporate sponsors by implementing our Corporate Engagement Opportunity (CEO) using materials available on our federation’s website.
   2. Maintain relationships with our local corporate/business partners.
   3. Encourage members to engage with our federation sponsors by asking them to visit sponsors’ websites, open emails from sponsors, and interact with our social media posts and articles sponsored by our federation and LiveYourDream.org’s partners to learn more and take advantage of special opportunities.