



## Camino Region Strategic Plan 2016-2018

### 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 the Americas, Camino Real Region (CRR), is committed to:

- GENDER EQUALITY: Women and girls live free from discrimination.
- EMPOWERMENT: Women and girls are free to act in their own 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

#### **GOAL #1 - IMPACT (PROGRAM)**

**Camino Real Region will support our organizational change of increasing collective impact by focusing on empowering more women and girls through access to education.**

1. **Objective:** Camino Real Region will maintain 100% club participation in the Live Your Dream Awards program.

#### **Strategies:**

Encourage clubs to:

- Continue timely distribution and submission of Live Your Dream (LYD) Awards applications
- Communicate with LYD Coordinator and/or District Representatives regarding excess or lack of LYD applications by December 31st.
- Share excess applications within the Region
- Include "at large" applications in their judging process

2. **Objective:** Increase impact of the Live Your Dream Awards by providing honorees with additional resources.

**Strategies:**

Encourage clubs to:

- Stay in contact with past recipients to track their progress
- Provide support and additional resources to recipients
- Demonstrate the Live Your Dream Awards' sustainable impact by submitting Club Transmittal form and providing information on additional honorees to LYD Coordinator

3. **Objective:** Clubs will be encouraged to increase the number of Live Your Dream Awards they present annually.

**Strategies:**

Encourage clubs to:

- Widen their search for Live Your Dream Award candidates by working through the agencies in their communities who have clients meeting the criteria
- Focus their financial support on the Soroptimist Dream Programs

4. **Objective:** Camino Real Region will encourage club participation in the Dream It, Be It: Career Support for Girls program.

**Strategies:**

Encourage clubs to:

- Form a committee and hold a planning meeting to prepare for participation in Dream It, Be It
- Conduct a community assessment and consider potential community partners for the project
- Select a model: small group mentoring or one-day conference
- Partner with neighboring clubs to deploy this program where practical

5. **Objective:** Camino Real Region will encourage clubs to participate in Soroptimist International projects that improve the lives of women and girls.

**Strategies:**

Encourage clubs to:

- Support the Soroptimist International December 10<sup>th</sup> President's Appeal
- Support Soroptimist International projects that improve the lives of women and girls by focusing on access to education
- Include information about Soroptimist International programs and projects at CRR Meetings and Conference.

6. **Objective:** Camino Real Region will promote increased contributions for sustainable Federation-wide programs.

**Strategies:**

Camino Real Region will:

- Ensure that members understand the connections between Federation programs and Club Giving, Laurel Society and Laurel Legacy
- Encourage clubs to include SIA Club Giving as a line item in their budgets each year
- Encourage clubs contributing 10% of locally raised funds to increase their contributions
- Promote individual membership in Laurel Society through monthly giving and Laurel Legacy at District and Region events

**GOAL #2 - ENGAGEMENT (MEMBERSHIP)**

**Camino Real Region will support our organizational change of increasing collective impact by attracting new members.**

1. **Objective:** Camino Real Region will educate our clubs and members on the power of collective, sustainable impact.

**Strategies:**

- Provide opportunities to educate our clubs and members about the value of collective, sustainable impact
- Emphasize how focus on the Soroptimist Mission impacts our ability to recruit and retain members
- Encourage clubs and members to make SIA their philanthropic choice

2. **Objective:** Camino Real Region will form new clubs by promoting virtual meetings, workplace clubs, and hybrid traditional and virtual club models.

**Strategies:**

- Leverage experience with formation of new club to establish similar clubs in other districts
- Identify and target possible workplace club locations
- Continue to emphasize the variety of options available for club meeting formats
- Educate existing members and clubs about the benefits of new club formation
- Support women interested in chartering new clubs

3. **Objective:** Camino Real Region will support clubs to increase net membership and heighten member satisfaction with the Soroptimist experience.

**Strategies:**

Encourage clubs to:

- Increase membership through prospective member events, fundraising events, service projects and social events
- Heighten member satisfaction through increased flexibility in member participation
- Share Federation and Region information with all members in a timely manner
- Utilize District and Region leaders to enhance efforts to identify and promote positive behaviors among members
- Support women interested in chartering new clubs

4. **Objective:** Camino Real Region will enhance ways in which interested women can engage with Soroptimist.

**Strategies:**

Encourage clubs to:

- Inspire all members to join and promote the *Live Your Dream* community to others
- Continue to make timely contact with interested women submitting an Introduction Form through the SIA website
- Foster greater diversity in club membership

**GOAL #3 - RECOGNITION (PUBLIC AWARENESS)**

**Camino Real Region will support our organizational change of increasing collective impact by gaining more recognition.**

1. **Objective:** Camino Real Region will promote greater awareness of the Soroptimist brand and our mission.

**Strategies:**

- Utilize the Region website as a communication and educational tool
- Encourage increased use of social media as communication and public awareness tools
- Promote use of new SIA marketing materials to clubs and members as a simple and cost effective way to promote the Soroptimist brand and our mission in a professional and engaging manner
- Educate Clubs and members on the importance of protecting the Soroptimist brand and marks

2. **Objective:** Camino Real Region will encourage clubs to promote recognition of Soroptimist and our mission in local communities.

**Strategies:**

Encourage clubs to:

- Promote *Live Your Dream.org* to the non-Soroptimist community
- Use public awareness tools provided by Soroptimist International of the Americas
- Publicize fundraisers and service projects through traditional and social media
- Publish club information regularly using traditional or social media
- Create and/or routinely update club websites and other social media
- Use SIA templates and promotional pieces for club brochures, presentations, and recruiting materials.

## **GOAL #4 - PHILANTHROPY (FUNDRAISING)**

**Camino Real Region will support our organizational change of increasing collective impact by attracting more financial support.**

1. **Objective:** Camino Real Region will educate clubs and members on how donations support sustainable impact through mission-focused Soroptimist projects.

### **Strategies:**

Clubs and members will be encouraged to:

- Make Soroptimist their philanthropic choice
- Foster a culture of giving by clubs and members to every level of the organization
- Think "Soroptimist first" when considering support for international, disaster relief, and/or mission-focused local projects

2. **Objective:** Camino Real Region will encourage 100% club participation in Club Giving.

### **Strategies:**

Encourage clubs to:

- Educate members as to how funds raised through Club Giving are used to further our mission
- Include Club Giving in their annual budgets at a minimum of 10% of local funds raised
- Offer clubs other opportunities to enhance their club giving

3. **Objective:** Camino Real Region will maintain its 100% club participation in Founders Pennies.

### **Strategy:**

Encourage clubs to:

- Include Founders Pennies in their annual budgets

4. **Objective:** Camino Real Region will promote membership in Laurel Society and Laurel Legacy.

### **Strategies:**

- Educate members about how donations to Laurel Society and Laurel Legacy are used to fund sustainable projects that further our Soroptimist mission
- Promote the benefits of the monthly giving program
- Offer opportunities to members to win Laurel Society membership through Region activities
- Recognize members of the Laurel Society & Laurel Legacy at Region events

## **GOAL #5 - MISSION SUPPORT**

**Camino Real Region will support our organizational change of increasing collective impact by providing volunteer support and a sound infrastructure.**

1. **Objective:** Camino Real Region will provide leadership resources, tools and educational training.

### **Strategies:**

- Provide an annual Soroptimist Leadership Academy at Spring Conference
- Provide educational workshops at all Spring Conferences
- Provide semi-annual Presidents' Leadership Meetings
- Create Healthy Region/Healthy Club Committee
- Provide District Presidents' Round Table Meetings
- Include training and resources at all District Meetings
- Encourage clubs to use Club Solutions resources as needed

2. **Objective:** Camino Real Region will ensure our legacy by providing leadership development opportunities to train future leaders.

### **Strategies:**

- Provide opportunities to serve in leadership positions at Club, District and Region levels
- Encourage member participation in Soroptimist Leadership Academy, District Meetings and annual Spring Conference

3. **Objective:** Camino Real Region will ensure a sound infrastructure and resources to protect all Soroptimist assets.

### **Strategies:**

- Implement risk management policies and procedures for the Region
- Encourage clubs to implement risk management policies and procedures
- Educate clubs and members on the importance of protecting Soroptimist brands and marks