



SOROPTIMIST  
Best for Women

*Improving the lives of women and girls  
through programs leading to social  
and economic empowerment.*

## SOROPTIMIST INTERNATIONAL OF THE AMERICAS

### FY18/19 Strategic Plan

Soroptimist is a global volunteer women's organization.

#### 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 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.

#### BIG GOAL (10-15 years)

Increase Collective Impact

#### STRATEGIC OUTCOMES (3-5 years)

##### IMPACT

Together, we will provide a sustainable impact on the lives of women and girls who face obstacles such as poverty, violence and teen pregnancy.

##### Objectives and Strategies

1. Increase the impact of our Live Your Dream Awards.
  - a. Ensure more eligible women have access to our Live Your Dream Awards.
  - b. Provide additional resources to Live Your Dream Award recipients.
  - c. Demonstrate Live Your Dream Awards' sustainable impact.
2. Increase the impact of Dream It, Be It.
  - a. Ensure clubs serve more girls through Dream It, Be It.
  - b. Demonstrate the impact of Dream It, Be It.
  - c. Provide support and resources for club participation.

3. Increase engagement in our Live Your Dream Awards.
  - a. Promote club participation in Live Your Dream Awards.
  - b. Provide opportunities to engage LiveYourDream.org supporters.
  - c. Cultivate partnerships to deliver Live Your Dream Awards.
4. Increase engagement in Dream It, Be It.
  - a. Promote club engagement in Dream It, Be It.
  - b. Provide opportunities to engage LiveYourDream.org supporters.
  - c. Cultivate partnerships to deliver Dream It Be It.

## ENGAGEMENT

Members and supporters will find value through engagement with our mission.

### Objectives and Strategies

1. Increase new clubs.
  - a. Provide guidance to region teams on chartering new clubs.
  - b. Educate region teams on how to support new clubs.
2. Increase members in clubs.
  - a. Provide member retention support to clubs.
  - b. Provide member recruitment support to clubs.
3. Increase the quality of engagement within our organization.
  - a. Create a quality member experience.
  - b. Communicate value to members.
  - c. Provide effective communications across our cultures and languages.
  - d. Offer opportunities to engage across our organization.
  - e. Increase clubs' ability to share their successes with other clubs.
  - f. Provide Club Grants for clubs to deliver our Dream Programs and other mission-focused projects.
  - g. Recognize clubs and regions for supporting our strategic direction.
  - h. Prepare to celebrate Soroptimist's 100<sup>th</sup> anniversary.
4. Increase effective leaders within our organization.
  - a. Maintain current leadership development.
  - b. Prepare to strengthen the organization's leadership development.
5. Enhance our effectiveness for collective, sustainable impact.
  - a. Provide region leadership with support to advocate for our organization's priorities.
  - b. Align the club experience with our value proposition.
  - c. Manage organizational risk.
  - d. Optimize financial efficiencies.
  - e. Evolve our data management.
  - f. Evolve our use of technology.
6. Increase the quality of engagement within LiveYourDream.org.
  - a. Refine action opportunities to achieve economic empowerment for women and girls.
  - b. Improve program workflows for ease of participation, tracking, and reporting.
  - c. Optimize conversion points and user-flow to mobilize our supporters.

7. Increase capacity of LiveYourDream.org to impact the Dream Programs.
  - a. Grow the supporter community.
  - b. Identify ways to deepen supporters' engagement.
  - c. Provide effective tools and resources.
  - d. Improve user-experience for ease of reporting progress and impact.
8. Improve synergy between federations and SI.
  - a. Align SI with changing needs of the federations.
  - b. Engage the 100<sup>th</sup> anniversary organizing committee.

## RECOGNITION

We will be recognized for the impact of our Dream Programs.

### Objectives and Strategies

1. Increase awareness of our Soroptimist brand.
  - a. Position the impact of our Dream Programs for greater brand visibility.
  - b. Energize our Soroptimist brand through LiveYourDream.org.
  - c. Leverage corporate relationships.
  - d. Leverage media opportunities.
  - e. Implement digital marketing strategies on SIA website.
2. Increase the reach of our Dream Programs through LiveYourDream.org.
  - a. Attract high-quality supporters.
  - b. Attract mission-focused corporate relationships.
  - c. Leverage *Your Dream* blog to connect our mission to newsworthy headlines.
  - d. Promote impact of Dream Programs in welcome series and action workflows.
3. Enhance the club's ability to raise awareness of Soroptimist in local communities.
  - a. Review and develop public awareness tools.
  - b. Promote public awareness tools.
  - c. Encourage brand consistency throughout our organization.
  - d. Support our region, club and member actions to raise our brand's visibility.

## PHILANTHROPY

Donors will fully fund our Dream Programs.

### Objectives and Strategies

1. Increase donations.
  - a. Obtain annual fund donations.
  - b. Support Fundraising Council's ability to increase annual fund donations.
  - c. Encourage clubs to give at least 10% of their fundraising to support our Dream Programs.
  - d. Solicit major gifts.
  - e. Support Donor Relations Taskforce to solicit major gifts.
  - f. Pursue donations from external sources.
  - g. Develop a Centennial Campaign.
  - h. Pilot digital campaign.
2. Increase donors.
  - a. Cultivate new annual fund donors.
  - b. Retain current annual fund donors.
  - c. Encourage our members and supporters to serve as fundraising ambassadors.
  - d. Support Fundraising volunteers' ability to increase and retain donors.

3. Improve our donor experience.
  - a. Encourage a culture of giving throughout our organization.
  - b. Demonstrate the impact of organizational philanthropy to advance our mission.
  - c. Steward our donors.
  - d. Recognize our clubs and individuals for increased giving.

## FUTURE

We will enter our second century able to serve more women and girls through our Dream Programs.

### Objectives and Strategies

1. Increase support to achieve our 2021-2031 Big Goal: *Invest in the dreams of half a million women and girls through access to education.*
  - a. Mobilize region support for our 2021-2031 Big Goal.
  - b. Support regions in prioritizing their resource allocation.
  - c. Inspire clubs to support our strategic direction.
  - d. Provide tools to align club's activities with our strategic direction.
  - e. Recognize regions and clubs that shift their project focus to our Dream Programs.
  - f. Define measures of success for our 2021-2031 Big Goal.
  - g. Explore geographic specific strategies.
  - h. Explore different channels to deliver our Dream Program.
2. Clarify our messaging to support our direction.
  - a. Refine vision, mission and tagline.
  - b. Reaffirm our definition of success.