SIA's Strategic Plan guides the work and focus of our organization. It defines how we work toward our vision of a world where women and girls have the resources and opportunities to reach their full potential.

Our federation’s 10-15 year big goal is to increase our collective impact, which means members, clubs, regions, board and staff:

• strengthen our organization (increased)
• by working together, (collective)
• providing women and girls with access to education and training to make a sustainable and measurable difference in their lives. (impact)

Clubs should understand their role in achieving our big goal, and are asked to do the following in support of our collective efforts:

### Program

1. Participate in our Live Your Dream: Education and Training Awards for Women (formerly the Women’s Opportunity Awards).
2. Increase the impact for your local recipients of our Live Your Dream Awards by providing support beyond a cash award.
3. Include Live Your Dream at-large applications in your club-level judging.
4. Participate in Dream It, Be It: Career Support for Girls.
5. Examine existing club projects to ensure they are in line with our mission to improve the lives of women and girls through programs leading to social and economic empowerment.

### Fundraising

1. Make SIA your cause of choice to generate federation-wide impact.
2. Contribute at least 10 percent of funds raised locally to Club Giving in support of our federation programs.
3. Donate Founders Pennies for every member in support of our federation programs.
4. Support SIA’s corporate sponsorship program by engaging with official sponsors and partners, and recommending potential sponsors and partners.

### Membership

1. Participate in the SIA MemberSHIP Campaign.
2. Start up new clubs.
3. Create a happy and healthy club experience.
4. Use your SIA-created club email address.
5. Attend at least one region event a year.
6. Provide personal email addresses to SIA headquarters.

### Public Awareness

1. Join and promote LiveYourDream.org both within and outside of our federation.
2. Promote the Soroptimist Dream Programs and other mission-focused projects.
3. Follow our federation’s collective efforts on social media sites.
4. Use our federation’s brand identity guidelines, including using the SIA logo on all materials.