



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 100th 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 100th 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.