Reaching Higher:

Engaging more women and girls for the BIG GOAL

Presented by:
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2024 REGION MEETING

INCREASE the number of WOMEN and GIRLS your club can reach

- **Dream Programs**

live YOUR dream® education & training awards for women®

DREAM IT BE IT CAREER SUPPORT {for girls}®

- **Big Goal Accelerator Projects**

x 500,000
empowered to live their dreams

How can we work **DIFFERENTLY** and reach **MORE** women and girls?

Start a *Dream It, Be It* project!

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Why?

- Impact many girls with lower cost per girl
- Engage potential new members & supporters with volunteer opportunities

How can you **EXPAND?**

- New partnerships
- Explore funding sources
  - Apply for a Soroptimist Club Grant!
- Provide incentives for girls to bring a friend
- Make your program fully accessible
  - Food
  - Transportation

INCREASE IMPACT

- Give **MORE** awards!
  - Shift funds towards more awards
  - Ask local businesses or individuals to sponsor an award

Publicity

More applications!

Share
applications with nonprofits or schools

Create personal contacts

Host
application workshops

Help women apply

Connect
with other clubs who have applications to share

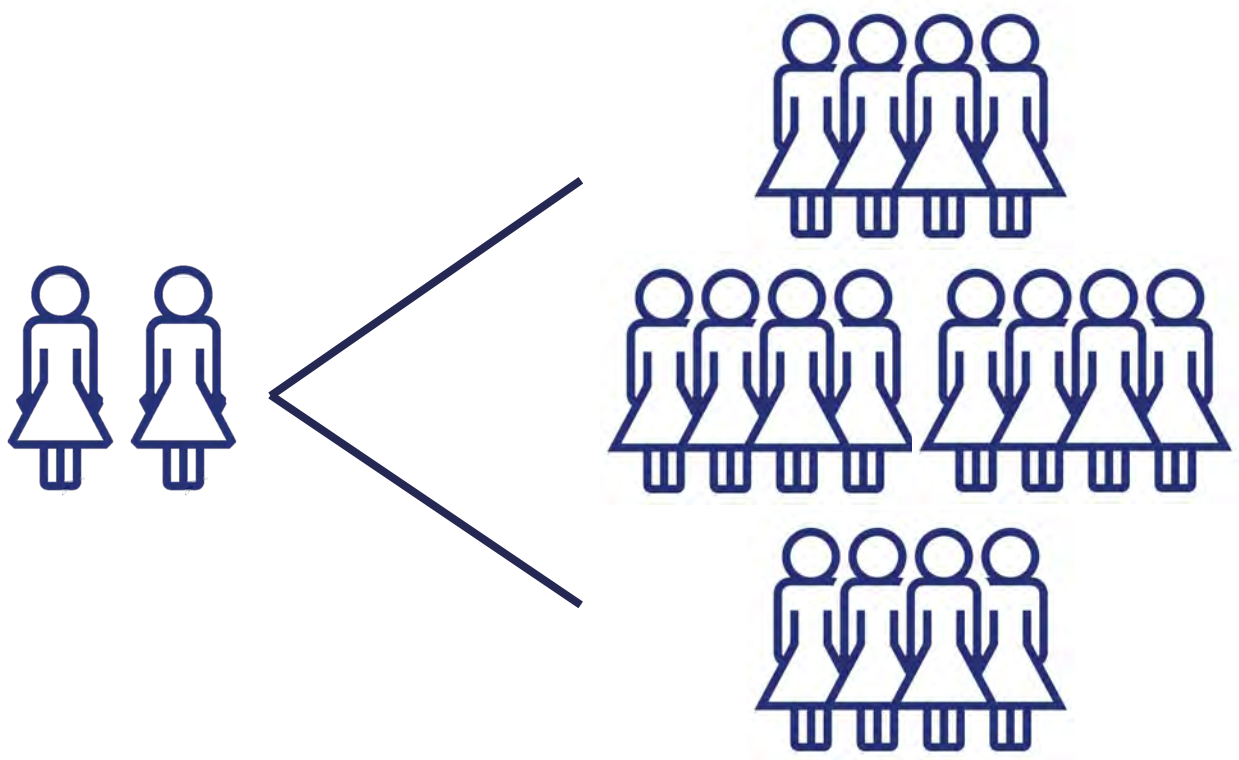
Share applications between clubs

Expand your reach

More awards!

INCREASE IMPACT
through
Big Goal Accelerator Projects

Choose **PROJECTS** that reach
a **LARGE NUMBER** of **WOMEN** and **GIRLS**



Public Awareness: SHARING STORIES

- **Communication is key!**
  - Participant must be comfortable with how her story is shared
  - Make sure she is empowered!
  - Use respectful language
  - Highlight strengths

Use person-first language

- The experiences do not define them!
- Example:
  - ✓ An awardee "experienced domestic violence"
  - X A "battered woman"
- *Always* have the participant review and make edits!
- Show that you value her voice!

It’s related!

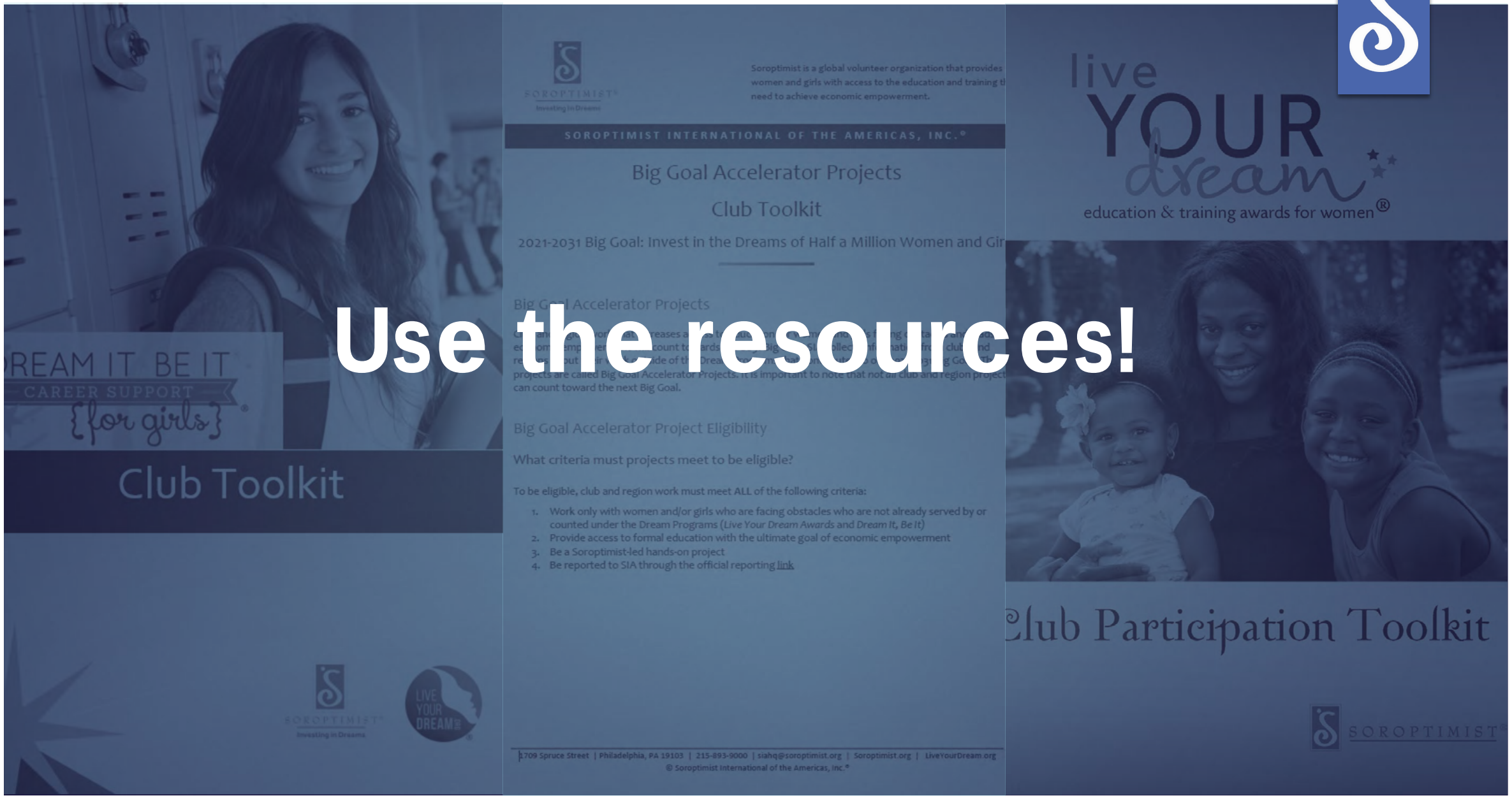
We want everyone to have a **positive experience** for:

- Your club’s reputation
- Our global brand
- The dignity of each participant!

Participants will help spread the word!

Be open to **new tactics**!

- Try partnering again
- Reach out to a new contact
- Talk to other clubs



Use the resources!

Need
FINANCIAL SUPPORT
for a
BIG GOAL ELIGIBLE
PROJECT?

Apply for a
SOROPTIMIST CLUB GRANT!

Help us increase the **global impact** of our programs!