



SOROPTIMIST  
Best for Women®

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

## SOROPTIMIST INTERNATIONAL OF THE AMERICAS

### 2018 – 2020 Biennium Central East Coast Region 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.

#### 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.

**Objective 1:** Region will increase the impact of the Live Your Dream Awards.

#### Strategies:

Encourage and support clubs to:

- Give more awards to more women through our Live Your Dream Awards.
- Support the focus on our target population of women.
- Include on-line applications in club judging.
- Provide additional resources to Live Your Dream Award recipients.

#### Tactics:

- Clubs will be encouraged to participate in the LYD Program

- Clubs will strive to make the LYD Program a priority to align with SIA’s mission
- Clubs will strive to give multiple awards
- Clubs will be encouraged to follow up with their LYD Award recipients and provide additional resources
- Clubs will be recognized for their LYD participation at Spring Conference

**Objective 2:** Region will increase the impact of Dream It, Be It.

**Strategies:**

Encourage and support clubs to:

- Empower more girls through Dream It Be It.
- Support the focus on our target population of girls.
- Comply with SIA’s Procedures for Working with Youth.
- Report impact of club projects through the online database.

**Tactics:**

- CECR will raise awareness about DIBI and promote participation.
- Clubs will be encouraged to take advantage of and utilize SIA Program resources.
- DIBI Chair will converse with clubs and offer support & education for club participation
- Chair will analyze club participation and report outcome to SIA and the Region Governor
- Clubs will be recognized for their efforts at Fall Meetings/Spring Conference

**Objective 3:** Region will increase engagement in our Live Your Dream Awards.

**Strategies:**

Encourage and support clubs to:

- Participate in the Live Your Dream Awards.
- Cultivate partnerships locally to deliver Live Your Dream Awards.

**Tactics:**

- The CECR will strive for 100% club participation
- The Region will fund, at minimum, two \$1,000.00 Region Awards annually
- Clubs will be encouraged to share multiple LYD applications with other clubs
- Clubs will be encouraged to take advantage of and utilize program resources provided by SIA
- The Region Chair will track club participation and offer support and program education to non-participating clubs
- The Region Chair will converse with clubs about statistics, club efforts, and success stories of the clubs

**Objective 4:** Region will increase engagement in Dream It, Be It.

**Strategies:**

- Participate in Dream It, Be It.
- Cultivate partnerships locally to deliver Dream It, Be It.

**Tactics:**

- Clubs will strive to make the Program a priority to align with SIA’s mission
- Clubs will strive to participate in the DIBI Program on their own or as a joint effort with another club to foster additional participation.
- Clubs will share success stories, thoughts, and concerns with Region leadership and other clubs

## ENGAGEMENT

Members will find value through engagement with our mission.

**Objective 1:** Region will increase new clubs.

**Strategies:**

- Charter new clubs.
- Mentor/develop new clubs.

**Tactics:**

- The Membership Committee will work to target geographic areas where new clubs can be chartered
- Membership committee will converse with clubs on ways to increase membership and address membership concerns
- Membership Chair will report on membership statistics at Fall Meetings/Spring Conference
- The membership committee will work to refer potential members to the appropriate clubs

**Objective 2:** Region will increase members in clubs.

**Strategies:**

Encourage and support clubs to:

- Recruit new members.
- Retain existing members.

**Tactics:**

- Clubs will hold membership recruitment events annually and strive to increase membership growth
- The Region will maintain budgeted funds to assist clubs with membership recruitment programs
- Clubs will educate membership and guests about the Soroptimist Organization and its mission and vision and invite them to membership

**Objective 3:** Region will increase the quality of engagement within our organization.

**Strategies:**

Encourage and support clubs to:

- Create an enjoyable and civil (courteous and polite) member experience.
- Deliver communicated value to members.
- Onboard new members.
- Leverage LiveYourDream.org as an engagement strategy for past and potential club members (North American clubs).

**Tactics:**

- The Region will share a “Fast Five” posting with membership as a way to communicate member value
- The Region will recognize club membership efforts at Fall Meetings/Spring Conference

**Objective 4:** Region will enhance our effectiveness for collective, sustainable impact.

**Strategies:**

- Advocate for SIA’s strategic priorities.
- Support and encourage clubs to align the member experience with SIA’s brand promise.
- Celebrate club, region and organizational success and progress.

**Tactics:**

- The Region will recognize members with significant milestones with the Soroptimist Organization
- The Region will work with SIA to maximize opportunities for growth

**Objective 5:** Region will increase the capacity of members to be effective leaders within our organization.

**Strategies:**

Encourage and support clubs to:

- Identify future leaders.
- Develop future leaders.

**Tactics:**

- The Region will work to identify, develop, and educate future leaders

- The Region will work with SIA to provide online webinar training for club officers.
- The Region will work with committee chairs and committees to increase comfort in working at the Region level.

## RECOGNITION

We are recognized for our efforts to improve the lives of women and girls who face obstacles such as poverty, violence and teen pregnancy through our Dream Programs.

**Objective 1:** Region will increase awareness of our Soroptimist brand.

**Strategies:**

- Promote region Live Your Dream Award recipients as appropriate.
- Develop a web/social media strategy.

**Tactics:**

- Region will encourage clubs to share club activities on social media platforms
- Clubs will increase public awareness of Soroptimist branding in their communities
- Region will encourage clubs to use Federation produced publicity materials for SIA Dreams Programs, which is available on the SIA website

**Objective 2:** Region will help clubs increase awareness of Soroptimists in local communities

**Strategies:**

Encourage and support clubs to:

- Embrace SIA's branding and recognition strategies.
- Implement SIA's branding and recognition strategies.
- Promote the impact of their local Dream Programs.

**Tactics:**

- Region leadership will work with SIA to develop and implement necessary resources and strategies to meet public awareness goals.
- Region will encourage clubs to use SIA's visual identity.

## PHILANTHROPY

Donors will fully fund our Dream Programs.

**Objective 1:** Increase financial support of Soroptimist's brand-unifying Dream Programs.

**Strategies:**

Encourage and support clubs and members to:

- Contribute at least 10% of locally raised funds to Club Giving
- Make SIA a recipient of their philanthropic intent
- Contribute Founders Pennies

**Tactics:**

- The Region will promote, encourage and present SIA fundraising awareness to clubs to increase awareness
- Clubs will be encouraged to contribute founders pennies
- Clubs will be encouraged to support SIA's Fundraising efforts
- Clubs will be encouraged to participate in the 10% Club Giving Campaign
- Members will be educated about the Laurel Society Giving Program and be encouraged to participate in this program
- Fundraising Chair will promote awareness regarding the Soroptimist brand unifying Dreams Programs

## FUTURE

We will enter our second century able to serve more women and girls who face obstacles such as poverty, violence and teen pregnancy through our Dream Programs.

**Objective 1:** Region will improve the cultural readiness to shift region and clubs' program focus.

**Strategies:**

- Ensure the region is prepared to support SIA's next Big Goal: Invest in the Dreams of half a million women and girls through access to education.
- Mobilize support for our strategic direction.
- Align club work to focus on the Dream Programs.

**Tactics:**

- Encourage clubs to align their programs and projects to SIA's mission
- Encourage Clubs to increase membership and charter new clubs to support SIA's 2021-2031 Big Goal Initiative
- The Region will promote awareness of Soroptimist to clubs as volunteer organization striving to improve the lives of women and girls.