



A global volunteer organization that improves the lives of women and girls through programs leading to social and economic empowerment.

SOROPTIMIST INTERNATIONAL OF THE AMERICAS, INC.®

FY19-20 Key Messages

1. Changing for the Future

SIA is changing for the future to be what our members say they want to be—an organization with more members, greater capacity to serve more women and girls who face obstacles, and more recognition for our impact. This change requires working as one to fund and implement our brand-unifying Dream Programs.

2. Providing A Positive Club Experience

SIA clubs can grow and retain members by providing an engaging and civil member experience. Inviting and encouraging members to get involved on committees—or helping when they can if being on a committee is too much of a time commitment—is an ideal way to engage members. Making all members feel welcome by hearing and responding to their feedback/ideas in a positive manner, even if they are not feasible to implement, helps to create a civil member experience.

3. Branding SIA

When clubs and members are asked what they want most, they say—more members and greater recognition. The only way to accomplish this is by having a strong brand. We must be who we say we are and do what we say we do. That means all SIA clubs should implement our brand-unifying Dream Programs, which economically empower women and girls who face obstacles.

4. Dream Programs: Our Impact

Through our Dream Programs, we economically empower women and girls who face obstacles such as poverty, violence or teen pregnancy. We provide them with access to the education and skills training they need to reach their full potential. Our Dream Programs help specific populations of women and girls and have a measurable impact. To increase the number of women and girls we reach and be better known for our work, we need to invest our resources in growing the impact of our Dream Programs.

5. How Contributions Support Our Dream Programs

By focusing our resources and fundraising efforts, Soroptimist will economically empower more women and girls. Clubs and members can help by:

- making Soroptimist your “cause of choice”
- redirecting funds to support the Dream Programs
- ensuring your club donates at least 10% to SIA of what’s raised locally
- delivering SIA’s brand promise in order to attract outside funding.