

**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

**BIG GOAL:** to increase our collective impact by Investing in the Dreams of one million women and girls through access to education

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| **Strategic Outcome: IMPACT (PROGRAM PILLAR)****Together, we will provide a sustainable impact on the lives of women & girls who face obstacles such as poverty, violence and teen pregnancy** |
| **Objectives** | **Strategies** | **Tactics** |  |  |
| 1. GWR will increase the impact of the Live Your Dream Award
 | 1. Give more awards to women through LYDA
2. Support the focus on our target population
3. Include online applications in club judging
4. Provide additional resources to the LYDA winners
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| 1. Increase the impact of Dream it, Be it
 | 1. Empower girls through DIBI
2. Support the focus on our target population
3. Comply with SIA’s procedure for working with youth
4. Report impact of club projects through online database
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| 1. Increase engagement in our LYDA
 | a. Participate in the LYDAb. Cultivate partnerships locally to deliver the LYDA |  |  |  |
| 1. Increase engagement in DIBI
 | a. Participate in the DIBIb. Cultivate partnerships locally to deliver the DIBI |  |  |  |
| **Strategic Outcome: ENGAGEMENT (MEMBERSHIP PILLAR)****Members will find value through engagement with our mission** |
| **Objectives** | **Strategies** | **Tactics** |  |  |
| 1. Increase new clubs
 | 1. Charter new clubs
2. Mentor/Develop new clubs
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| 1. Increase members in clubs
 | 1. Recruit new members
2. Retain Existing members
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| 1. Increase the quality of engagement within our organization
 | 1. Create enjoyable and civil member experience
2. Communicate value to members
3. Onboard new members
4. Leverage LiveYourDream.org as an engagement strategy
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| 1. Enhance our effectiveness for collective, sustainable impact
 | 1. Advocate for SIA’s strategic priorities
2. Support and encourage clubs to align the member experience with SIA’s brand promise
3. Celebrate club, region and organizational success and progress
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| 1. Increase the capacity of members to be effective leaders within our organization
 | 1. Identify future leaders
2. Develop future leaders
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| **Strategic Outcome: RECOGNITION (PUBLIC AWARENESS PILLAR)****We are recognized for our efforts to improve the lives of women & girls who face obstacles such as poverty, violence and teen pregnancy through our Dream Programs** |
| **Objectives** | **Strategies** | **Tactics** |  |  |
| 1. Increase awareness of our Soroptimist brand
 | 1. Promote region LYDA recipients
2. Develop a web/social media strategy
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| 1. Enhance the clubs’ ability to raise awareness of Soroptimist in local communities
 | 1. Embrace SIA’s branding and recognition strategies
2. Implement SIA’s branding and recognition strategies
3. Promote the impact of their local Dream programs
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| **Strategic Outcome: PHILANTHROPY (FUND DEVELOPMENT PILLAR)****Donors will fully fund our Dream Programs** |
| **Objectives** | **Strategies** | **Tactics** |  |  |
| 1. Increase financial support of Soroptimist brand-unifying Dream Programs
 | 1. Encourage clubs to contribute at least 10% of locally raised funds to Club Giving
2. Make SIA a recipient of their philanthropic intent
3. Contribute to Founder’s pennies
 | 1. Increase the annual fund donations
2. Increase donations through major gifts
3. Increase donations from external sources
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**NOTES:**