

**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 |  | |  |  |
| 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 |  | |  |  |
| 1. Increase engagement in our LYDA | a. Participate in the LYDA  b. Cultivate partnerships locally to deliver the LYDA |  | |  |  |
| 1. Increase engagement in DIBI | a. Participate in the DIBI  b. 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 | |  |  |  |
| 1. Increase members in clubs | 1. Recruit new members 2. Retain Existing members | |  |  |  |
| 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 | |  |  |  |
| 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 | |  |  |  |
| 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 |  |  |  |
| 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 |  |  |  |
| **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 |  |  |

**NOTES:**