**Big Goal Exercise Script**

**Slide 1**

Intro slide – Next up, we are going to do some brainstorming and sharing of ideas about the SIA Big Goal in a few minutes. Each of you and your club presidents were sent an e-mail from SIA regarding the next conversation regarding the Big Goal. Today’s presentation is meant to encourage and remind presidents to lead your clubs in exercising their indispensable voice in shaping the future of Soroptimist—allowing everyone feedback in this important planning discussion, so that everyone becomes a part of our exciting outcome. We need members’ voices, energy and passion to help build our Soroptimist future. We are going to go through the next Big Goal exercise and show how easy it is to do with your clubs.

Before we get into the interactive part of this presentation, I have some background information to share with you.

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In just five years, it will be 2021 and Soroptimist will celebrate its 100th birthday. Today, 95 years since our organization began, we are looking to our future and making plans to ensure our transformative work for women and girls continues for another 100 years.

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Our SIA Board of Directors is committed to including us in building these plans. Let’s not forget, members, leaders, and staff in our 20 countries and territories are all part of our team—***as we define what we want to do and how we want to do it in our next century.***

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Our organization envisions a future where women and girls have the resources and opportunities to reach their full potential and live their dreams. To accomplish this, we are increasing our collective impact—strengthening our organization by working together to improve the lives of women and girls through programs leading to social and economic empowerment.

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Strengthening our organization will require organization-wide focus on providing measurable and sustainable programs. This focus aligns with our direction and is driven by our core value that women and girls deserve to lead full and productive lives through ***access to education***. This focus will help us to be well known for our impact, attract women eager to join our organization, and appeal to a diverse set of donors.

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We have built the groundwork for this with our current Big Goal of increased collective impact. To take us into our second century, our next Big Goal will need to be audacious, brave and daring. It needs to be ***BOLD***.

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Our next Big Goal will not only need to provide focus and direction, it should be measurable. And it should inspire and engage all of our members, supporters and donors. ***Our next Big Goal will be a stretch***— asking us to focus even more than we have in the past—so that our measurable impact leads to being more widely recognized for the social change we are making.

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More than 600 clubs participated in our first planning exercise, conducted in the last months of 2015 and indicated a preference for the concepts of invest in dreams and access to education resources. Sixty-three percent of our clubs – selected: *Invest in the dreams of women and girls through access to education –* as their first or second choice.

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Our clubs said this next Big Goal:

Reflects the service clubs deliver today, and

Reflects the service clubs want to do in the future.

**Slide 10**

To achieve our next century’s Big Goal, clubs said we needed to:

Focus on our membership experience,

Increase the impact of our Dream Programs,

Improve our public awareness, and

Increase outside funding for our programs

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Our entire organization will need to focus on these priorities. Clubs can’t do it alone. Regions can’t do it alone. Our headquarters can’t do it alone. Our Board of Directors can’t do it alone. Only together, as one organization, can we build, support and realize our next Big Goal.

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Today, our SIA Board of Directors is asking us to consider:

1. What work we will need to do and stop doing to get ready for our next century’s Big Goal?
2. How many women and girls do we think we can realistically reach?

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Our SIA Board of Directors knows our clubs are stretched. With so many long-standing projects and so much goodwill created in our communities, many clubs feel overwhelmed and in some cases, overcommitted to what they are known for locally. This leaves little time to contribute significantly to our global impact and reputation. But, to realize the priorities we want SIA to achieve, we will have to work together and change the way we work.

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The first part of today’s discussion is to think about this. We need to consider how our clubs can support the priorities identified by members in the first Big Goal exercise …. specifically to increase the impact of our Dream Programs – Live Your Dream Award and Dream It Be it. It is easy to think of all the things we COULD do; we have never been short of ideas about how to help more women and girls. To achieve our next Big Goal, it will be critical that we are realistic about our resources and set ourselves up for success. To that end, we are being asked to consider the following questions:

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What could our clubs do to devote more resources to the Soroptimist Dream Programs? We need to select three and rank them in terms of priority.

1. Improve our club experience to support recruitment and retention
2. Target member recruitment to women interested in our Dream Programs
3. Educate our members about the global impact of our Dream Programs
4. Use the resources available from SIA headquarters for participating in the Dream Programs
5. Collaborate with other clubs or community organizations to increase the impact of our Dream Programs
6. Focus on increasing the impact of our existing Dream Programs
7. Support our Dream Programs globally by increasing our Club Giving donation
8. Shift our financial resources from other projects to our Dream Programs
9. Invest resources in marketing the global impact of our Dream Programs in our community
10. Raise more funds locally to support our Dream Programs
11. Revise existing club projects to include our Dream Programs (i.e. offer Live Your Dream Awards to trafficking or domestic violence survivors or use the Dream It, Be It curriculum with the girls we already mentor)

Let’s take 2 minutes for your table to discuss and rank the top 3 in terms of priority.

(Give the 30 second warning) Time’s up! Let’s tally our results. How many for Item 1, 2, 3 etc. (Have a person help you count the raised hands and have one vote per table). Note on your script the number of votes for 1, 2, 3 etc. Then read back to the audience their top three choices.

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Is there anything not mentioned above that our clubs can do to devote more resources to our Soroptimist Dream Programs?

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Next, we will need to discuss what our clubs can ***stop doing*** to invest the necessary time and resources into achieving our next Big Goal.

What could our clubs stop doing in order to devote more resources to our Soroptimist Dream Programs? We will select three and rank in terms of priority.

1. Stop investing resources in other local club projects
2. Stop financially supporting other organization’s projects
3. Stop spreading our resources across several projects
4. Stop responding to every request for financial support we receive from the community
5. Stop partnering with other organizations on their projects
6. Stop being exclusive about who we invite to be members
7. Stop being resistant to changing our organization’s focus
8. Stop being tied to long-standing activities and projects that do not directly support SIA’s goal of increased collective impact

Let’s take 2 minutes for your table to discuss and rank the top 3 in terms of priority.

*(Give the 30 second warning)* Time’s up! Let’s tally our results. How many for Item 1, 2, 3 etc. (Have a person help you count the raised hands and have one vote per table). Note on your script the number of votes for 1, 2, 3 etc. Then read back to the audience their top three choices.

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Is there anything not mentioned above that our clubs could ***STOP*** doing to devote more resources to our Soroptimist Dream Programs?

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As I said earlier, we are not in this alone. Our clubs are part of a team that includes members, clubs, regions, our Board of Directors and other leaders, and our headquarters.

Our next question asks us for the support we think we need to make the changes our club has identified.

What does our club need from SIA headquarters to support our efforts to increase the impact of our Soroptimist Dream Programs? Again, we need to pick our top three and rank them in priority order.

1. Provide leadership training to our club members
2. Clearly define what is expected of our club
3. Increase outside funding for our Dream Programs
4. Increase direct communication with our club members
5. Provide financial assistance to implement our Dream Programs
6. Provide additional tools to implement our Dream Programs
7. Recognize clubs for their outstanding support of the Dream Programs
8. Share best practices of other clubs’ implementation of the Dream Programs
9. Provide more local public awareness tools to get the message out about our Dream Program’s impact
10. Include all of our club’s education projects in measuring our collective impact and progress toward our Next Big Goal—not just the Dream Programs
11. Implement a global awareness campaign to increase the recognition of our Dream Programs’ impact
12. Provide more transparency in financial reporting

Let’s take 2 minutes for your table to discuss and rank the top 3 in terms of priority.

(Give the 30 second warning) Time’s up! Let’s tally our results. How many for Item 1, 2, 3 etc. (Have a person help you count the raised hands and have one vote per table). Note on your script the number of votes for 1, 2, 3 etc. Then read back to the audience their top three choices.

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Is there anything else, not mentioned above, that our club would need from SIA headquarters to accomplish these things?

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Now let’s think about how many women and girls we believe we can reach through our Dream Programs. The results of our first survey indicate that we will need to increase the impact of our Dream Programs if we want to achieve our next Big Goal. In that exercise, we defined impact as ***one million women and girls***. This is definitely inspirational, but is it achievable?

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Annually, our organization reaches about 1,300 women through the Live Your Dream Awards and 8,500 girls through Dream It, Be It. For a 10-year period, this translates to almost 100,000 women and girls. To increase our organization’s impact, we need to identify a number that is achievable and realistic. The best way to identify a realistic, achievable number is for each club to determine what is feasible for them. After all, club members are the champions delivering our Dream Programs in our local communities. Right?

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To identify a realistic number, we must first answer the following questions:

How many women does our club currently reach annually through the Live Your Dream Awards?

How many girls does our club currently reach annually through Dream It, Be It?

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Now let’s consider what a realistic, achievable number is for our club in the future. With a more focused effort to invest in the dreams of women and girls through access to education, what is the annual number of women and girls our clubs could reasonably reach with our Dream Programs?

Women through the Live Your Dream Awards:

Girls through Dream It, Be It:

***You will get this answer after you have this discussion with your club members. These answers are totally club specific.***

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We are members of Soroptimist because we believe in the power of our organization to develop the abilities of women and girls who need our help. Realizing a future where women and girls have the resources and opportunities to reach their full potential and live their dreams depends on US!

The survey will now ask you …… Is our club supportive and excited about our organization’s plans to have a Big Goal? **You will need to poll your club members to get answers to the following questions:**

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On a scale of 1 to 5 (with 1 being not excited at all and 5 being very excited) how excited are the members in our club about having a Big Goal to reach even more women and girls in our next century?

Scale 1 – 5, 1 = not excited at all and 5 = very excited

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On a scale of 1 to 5 (with 1 being not supportive at all and 5 being very supportive) how supportive are the members in our club of working together as one organization to achieve our next Big Goal of reaching even more women and girls in our next century? Please circle your answer.

Scale 1 – 5, 1 = not at all supportive and 5 = very supportive

**Slide 28**

Our SIA Board of Directors wants to hear from us. Is there anything else we want to share about SIA’s next Big Goal? One survey should be completed per club and is due no later than 12/30/16. You don’t have to wait until then to get your entry in ….. schedule your Big Goal club discussion as soon as you get back from this meeting! This slide show and script will be available on our GWR website shortly if you want to use it to guide your club discussion. There are also tools available on the SIA website.

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If anyone has any questions or comments, you can contact our board directors through SIA headquarters at [siahq@soroptimist.org](mailto:siahq@soroptimist.org) or call 215-893-9000.

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Our Board of Directors wants to thank us for dreaming with them to help realize the future of our organization.