Membership – FALL MEETING 2019

SLIDE 1

As I am sure you are aware, membership is a major focus for us, and it is a central part of our organization’s strategy for success.

SLIDE 2

Membership is at the core of the strategic outcome of Engagement in SIA’s strategic plan. The Engagement strategic outcome states that “Members and supporters will find value through engagement with our mission.”

SLIDE 3

As we look to Soroptimist’s second century...we have established our “2021-2031 Big Goal” Which is to what? Invest in the Dreams of Half a Million Women and Girls through Access to Education. In order to achieve this, we HAVE to grow our membership to help us with the huge task ahead.

SLIDE 4

The Diamond Campaign is a multi-year/ multi-phase campaign designed to strengthen that base as we approach Soroptimist’s 100th anniversary.

Phase 1 asked clubs last year to meet or exceed the following 3 Goals:

SLIDE 5

To achieve an overall net change in membership of -1% or better.

Make sure terminated members represent 14% or fewer of your starting total membership.

And to add new members representing 13% or more of your starting total membership.

SLIDE 6

Governor Lori will now come up to present awards to the clubs in District 2 who have met or exceeded these 3 goals:

Congratulations!

The second year of the campaign (Phase 2) will run from June 1, 2019 to May 31, 2020.

Through the Diamond Campaign we will ensure the future of Soroptimist, and our legacy will shine on as we carry our mission forward. By growing our membership, it becomes possible for us to deliver our brand-unifying Dream Programs. That brings us closer to our Big Goal to reach even more women and girls who face obstacles.

In this campaign, every club and region will work toward a unified membership goal. By doing this, we will be focused, dedicated, and stronger than ever!

So for Phase 2 of the Diamond Campaign, Clubs are asked to meet or exceed the following 3 goals:

SLIDE 7

Again, to maintain an overall net change in membership of -1% or better.

Strive to make sure terminated members represent 15% or fewer of your starting total membership.

To add new members representing 14% or more of your starting total membership.

So what do you say, Are you in???

SLIDE 8

As a Region, Golden West has also been challenged to meet specific goals…charter 2 or more clubs by May 31st, 2020.

Governor Lori has been working feverishly with many of you accomplish this goal and could really use your help. If you know of an area that would be a good candidate to charter a new club, please contact her or the Membership Pillar Marcia Zielinski to help us get the ball rolling.

SLIDE 9

*Something you should do at least once a year in your club is have an honest dialog with your club.*

The idea, no matter how you plan to carry this out is to identify the similarities and the differences. If you are looking to increase membership within a certain age category, or demographic…pay particular attention to those response similarities and differences when developing a recruitment or retention campaign.

Questions can be as basic or customized as you like:
1. Why are you a Soroptimist member?

2. What do you like most about your club?

3. What do you find challenging about your club?

SLIDE 10

By working as one, we will all achieve our goals! When each club hits the target, the region overall will meet the target as well. Likewise, when each region hits the target, our entire federation will meet our membership goals.

Clubs, Regions, Federation…Just like the 3 Muskateers: ”One for all and ALL for One”

There are some Incentives in place to also inspire clubs to work towards these goals. Regions and clubs that meet the goals outlined previously will be put into a drawing and may win cash prizes in funding to support club and region Dream Programs.

Also, I have a report with me from SIA that tell us where you stand with the goal and what you need to do to achieve it. Come see me anytime during the meeting today and I will be happy to go over it with you. Many of you are closer than you think percentage wise.

SIA has also put together a variety of materials to help clubs meet the goals of the Diamond Campaign. The resources found on the SIA website are designed to energize your clubs, create a sense of pride among members, and provide new ways of looking at how to attract new members.

To find all of the top resources provided by our federation headquarters related to membership retention, recruitment, and new club building, the Diamond Campaign webpage is a great place to start. This landing page for our current membership campaign has organized all of the best recruitment tips, customizable flyers and promotional materials, and resources for healthy clubs and developing SIA leaders all in one place.

Good luck with your Diamond campaigns and let us know what we can do to help.

Thank You.