

**Golden West Region  
Fall Meeting Presentation Script  
Membership Committee**

**Slide 1**

Hello everyone! My name is \_\_\_\_\_ and I am your Golden West Region Membership Chair/Committee Representative for District X. As you know, membership growth is a central part of our organization's strategy for success. In strengthening our membership, we prepare together for the future of our organization as we look to the next 100 years of Soroptimist.

**Slide 2**

We've had an extraordinary year so far in 2020, haven't we? The pandemic has made us re-think how we do **EVERYTHING** as clubs, and as members. This virtual Fall Meeting is yet another great example of how we've learned to adapt. Well, recruitment and retention is no different. We simply can't do the things that have worked in the past to engage potential members. And, because we know so little about this virus, the steps we take now to recruit new members may very well last into the future.

**Slide 3**

We are fortunate to have some extremely talented people on our SIA staff and they have put together some tools for clubs to pick and choose from to help us all reach our membership goals. It's called the Soroptimist Forward, a Digital Toolkit. You can access it by going to the Soroptimist website, click on "For Clubs and Members" and scroll down to the "Your Digital Toolkit" button.

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The digital tool kit has an abundance of tools for all aspects of club life, but I want to focus on the Membership tools provided. The Membership toolkit tried to address the following questions:

- How do we forge the sense of friendship and fellowship in a virtual setting so that we can remain engaged in our Soroptimist clubs even when we may not be able to gather in person?
- What does member engagement look like in a digital space? And
- What tools and technology can support us in connecting with Soroptimists in our clubs and beyond?

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So let's break these down, one by one:

How do we forge the sense of friendship and fellowship in a virtual setting so that we can remain engaged in our Soroptimist clubs even when we may not be able to gather in person?

Many clubs have made the shift to operating and holding business meetings online. But have you participated in a virtual social event, with no official business at hand? Consider scheduling a regular social, perhaps on a monthly basis. This can be hosted on Zoom or another teleconference platform, or even by conference call. Take the opportunity to "get together" online with other Soroptimist members. In these socials, consider trying some of the ideas in the slide to make each virtual gathering fun and unique.

This is a screen print of the page on the website. In the toolkit – you can click on the links to learn more about how to Host a Soroptimist Social

### Slide 6

Take care of your members with Share and Care strategies. We **can** create friendship and fellowship in a virtual setting! Now is great time to ask members with specialized skills to share with the rest of the club, and reach out to members to make them feel valued and cared for. Here are a couple of ideas:

- Host a skills share session with your members
- Conduct member care calls to check in on each other
- Assign a buddy system to stay in touch with your members between meetings

### Slide 7

Engage your members through social media. Now, more than ever, we want and need to be able to easily and quickly engage with our members and clubs. Since social media allows for two-way communication, it makes that engagement so simple! Here are some ideas to get you going!

- Share Member News and Updates
- Spotlight Members with Video
- Get Personal by posting questions on various topics

### Slide 8

As Soroptimists carry out work in new ways, please remember that some members may not feel as comfortable in the virtual world. Likewise, some may be uncomfortable returning to in-person meetings given health vulnerabilities and other factors. Encouraging and helping all members to connect with the club's work is an important means of maintaining engagement within your club and the important work of Soroptimist's mission. To help clubs and regions in their ability to move Soroptimist business to virtual meetings, in April, the SIA Board of Directors updated the [SIA Procedures](#) (Section B. 3 Meetings and Voting) to permit clubs to meet and vote virtually, as well as in person, even if those methods of conducting business are not presently in your club's bylaws.\* Clubs can also hold their meetings in a hybrid format of both virtual and in person to accommodate member needs.

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As we move to more virtual and hybrid meetings, there are a few guidelines in the tool kit to help make this transition more smooth for your members and club administration:

- **The regular rules in your bylaws still apply** – meaning the notice of meetings, distribution of the agenda, taking of minutes, procedures for quorums and motions and majorities all still apply
- **All participants must be able to hear one another and participate in the business** – when using the video conferencing platform – keep in mind the needs of your members. Some members may be technology adverse or live in an area with a weak technology infrastructure that is not conducive for teleconferencing. Make sure there is always a telephone call-in number for those members to joining the meeting. Other techniques include:

Establishing ground rules on how members can contribute to the discussions

Keeping the participants list and chat features open during video conferencing

- **Voting can be done virtually using many techniques and tools** – ZOOM and other teleconferencing platforms have built in tools that can be used. Others have a voting capability on the club's websites if they are using Club express. For phone in members, you can have them provide their vote verbally. Be sure to allow time for the meeting manager to tabulate the votes.

- **Voting outside of a meeting** - There are free and paid online platforms that can be used to approve regular business, or officer elections. As stated earlier, Club Express clubs have a built in tool for voting through the Survey Module. Other sites include Survey Monkey, eBallot, EZ Vote and Election Runner. All of these may charge a small subscription fee and is based on the number of voters and/or the number of questions.

#### **Slide 10**

That's the Soroptimist Forward, a Digital Toolkit for Membership in a nutshell! I encourage you to go to this area of the SIA website and explore all of the tools they have developed for us.

#### **Slide 11**

With the few minutes we have left, I want to congratulate the District X clubs that achieved the phase 2 Diamond Campaign goals from SIA. Those goals included:

- -1% or better net change
- 14% or more new members

And

- 15% or fewer dropped members

Congratulations! To these clubs of Golden West Region

Certificates have been mailed to the following clubs to congratulate them on their hard work and we look forward to hearing about your continued success!

<b>SI Chino Valley, CA Dist 1</b>	<b>SI Twentynine Palms, CA Dist 2</b>	<b>SI Idyllwild, CA Dist 2</b>	<b>SI Kingman, AZ Dist 3</b>	<b>SI Zane Grey Country, AZ Dist 3</b>	<b>SI Happy Valley Of the Sun, AZ Dist 4</b>
<b>SI Montclair/ Inland Valley, CA Dist 1</b>	<b>SI San Jacinto-Hemet Valley, CA Dist 2</b>	<b>SI Yucca Valley, CA Dist 2</b>	<b>SI Wickenburg, AZ District 3</b>	<b>SI Desert Tucson, AZ Dist 4</b>	<b>SI of the Kachinas, AZ Dist 4</b>