

# LiveYourDream.org Member Resources

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*Your Guide to Understanding  
and Implementing LiveYourDream.org*

LIVE  
YOUR  
DREAM.ORG



SOROPTIMIST  
Best for Women®



# INTRODUCTION

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*We believe there is strength in numbers and that collectively we have the power to help other women and girls to live their dreams. As Soroptimists and change agents, you are very much a part of this initiative as we work it to increase our impact and expand our reach! We love and appreciate your support.*

## About

Powered by Soroptimist, the LiveYourDream.org online community offers an alternative way to deliver our mission; strengthen and grow the Soroptimist brand; and increase resources to improve the lives of women and girls. Each volunteer decides their involvement level and how they'd like to engage or take action in a number of Soroptimist's award-winning programs, which includes spreading awareness about causes such as access to education (*Live Your Dream Award*), empowering girls (*Dream It, Be It*), and ending violence against women (teen dating violence, domestic violence and trafficking). Currently, LiveYourDream.org is administered in English only and is predominately U.S. based.

### LiveYourDream.org's goals are to:

- Advance SIA's mission
- Build recognition of the SIA brand
- Be viewed as a thought leader in the cause for women and girls
- Provide funding resources to advance the mission
- Recruit and engage an online community
- Retain SIA members and clubs
- Recruit new members.

# Features

*Here are the main parts that make up LiveYourDream.org and help make this super community thrive:*

**Logo:** The new logo has a sunrise/sunset and cyclical theme to reflect feelings of hope, inspiration and transformation. The circular shape resembles the sun (an evolution of the star from the previous logo). The artist experimented with positive and negative space to represent a female face (a representation of the women SIA serves), using expression to represent feelings of hope and looking beyond limitations. The gradients of color, moving from dark to warm, symbolize awakening and strength.

**Website:** <http://www.liveyourdream.org>. This is the home of the online community. This is where you can find all the tools to take action on a specific cause.

**Actions:** “Taking action” is the bread and butter of the LiveYourDream.org community. Actions can include anything from signing a petition or emailing congress to providing support to Live Your Dream Award recipients by distributing applications or mentoring. Users have a filtering option to choose their cause, the amount of time they have and the type of action that interests them (e.g., donate, share, pledge, advocate, take action offline).

**Campaigns:** Campaigns are another way to take action. Each month, LiveYourDream.org creates ways to combat issues facing women and girls, from developing petitions to fight equal pay to providing activities to help stop trafficking.

**Blog:** The Your Dream Blog is a place where anyone, including beneficiaries of Soroptimist programs (award recipients, women and girls), can go for inspiring articles, personal stories, tips and resources on education, career, finance and lifestyle. Past President Cathy Standiford’s Focus On Women blog has been incorporated into the “Newsworthy” section of the Your Dream blog. *Note: the Your Dream blog is a great place to direct your Live Your Dream Award recipients!*

**Social media:** Get daily inspiration, campaign updates, impact info and other news by following LiveYourDream.org on any of its social media pages – Facebook, Twitter, YouTube and Pinterest.

# Frequently Asked Questions

## What is the LiveYourDream.org initiative?

LiveYourDream.org is an online volunteer network for a self-motivated community of people who wish to support women and girls in their quest to lead better lives, while gaining inspiration in their own lives. Its purpose is to reenergize SIA and increase our impact by offering an alternative way to engage others in delivering our mission, strengthening and growing the Soroptimist brand, and increasing our resources to improve the lives of women and girls.

## How did the federation come up with the name, “LiveYourDream.org”?

For many years, the idea of women achieving their dreams, particularly through the Live Your Dream: Education and Training Awards for Women (formerly the Women’s Opportunity Awards program), has been a part of the Soroptimist lexicon. Since 1998, the tagline for the Live Your Dream: Education and Training Awards for Women has been Reclaiming the Dream. The idea of people reaching their dreams is a particularly powerful one. It was determined that LiveYourDream.org would be an inspirational name for this initiative, including the online community. In addition, it complements the theme already associated with the Live Your Dream: Education and Training Awards for Women.

## How does it work?

LiveYourDream.org connects online people interested in helping women and girls and inspires them to do “off-line” hands-on volunteer work in their local communities. The volunteer experience Dreamers receive through LiveYourDream.org is determined by how much time they want to spend, and which Soroptimist focus (education, trafficking, teen violence, etc.) they want to support. For people who want to actively participate in delivering a program, Dreamers can select what they want to work on from a menu of opportunities. For instance, if someone believes in the power of education to improve a woman’s life, they may choose to participate in the Live Your Dream: Education and Training Awards for Women program by identifying potential applicants, distributing applications and/or helping a woman complete the application.

## How does LiveYourDream.org support SIA’s strategic plan goals?

The LiveYourDream.org online community business model is helping to accomplish all four strategic plan goals—impact, engagement, philanthropy, and recognition. It is a fun and “soft” introduction to Soroptimist, and encourages engagement with the Soroptimist mission—especially among women who increasingly seek online action opportunities and virtual community connection.

**IMPACT:** LYD.org helps us build capacity to increase the impact of SIA’s core programs: Live Your Dream Awards and Dream It, Be It.

**ENGAGEMENT:** LYD.org offers alternative action opportunities to individuals interested in participating in our programs and furthering our mission. Some of these volunteers may be enticed to join an existing Soroptimist club or form a new one.

**RECOGNITION:** LYD.org expands our digital reach (via social media and SEO) to increase global awareness of SIA's programs to new types of volunteers and activists.

**PHILANTHROPY:** LYD.org attracts new funding partners and corporate sponsors and helps us build capacity to cultivate new donors, fundraisers and purchasers to increase revenue.

## Why does LiveYourDream.org have its own website?

LiveYourDream.org is part of a critical marketing strategy with its own look and feel designed to energize the Soroptimist brand. The website is the home of the online community and the place to find all the tools needed to take action on specific SIA causes. The site appeals to individuals who want to engage in our mission but may not be initially attracted to the club model.

## Why isn't the "S" logo at the top of the LiveYourDream.org homepage?

The "S" logo is part of the Soroptimist brand; LiveYourDream.org has its own distinct brand, which is intentional. The LiveYourDream.org initiative is a strategy known in the marketing world as a "brand stretcher." Branding is defined as the single idea a consumer/client/member has of an individual (Martha Stewart), product (iPhone) or organization (Soroptimist). It's the sum total of all experience and values associated with the individual/product/organization.

Due to a declining service club industry, low name recognition, a relatively small membership base and a difficult name (in most but not all countries in which SIA operates), Soroptimist has a weak brand. Brand stretching is used to create new segments within an existing market. By reintroducing a sense of freshness and diversity, brand stretching is used to prevent the market maturity stage of an organization's lifecycle. LiveYourDream.org is about updating SIA's image and positioning. The Girls Scouts, which enjoys high name recognition but also suffers from an aging brand, undertook a brand-stretching campaign when it launched its "To Get Her There Campaign" to encourage leadership in girls.

LiveYourDream.org is fashioned in the same brand-stretching model to help strengthen Soroptimist's brand. Once people sign up for LiveYourDream.org, they are introduced to Soroptimist programs through the individual volunteer opportunities. This is how LiveYourDream.org will serve as the gateway to Soroptimist. Ultimately, Soroptimist wants to be known as THE thought leader in the cause for women and girls and as THE organization that helps women and girls to live their dreams.

## How do Soroptimists post information about local club events for LiveYourDream.org supporters?

We encourage Soroptimist members to use social media to post local club activities on LiveYourDream.org's Twitter and Facebook page. For example, you might post: "Any Dreamers in the (insert city) area? Our (insert city), (insert state), Soroptimist club is hosting a STOP trafficking walk this weekend. If you live in the area, we could use your help! Contact (email address) for more information!"

As LiveYourDream.org evolves over time, we will continue to develop avenues for Dreamers to connect with Soroptimists. See examples of how clubs connect with LiveYourDream.org supporters.

## How do Soroptimists connect with LiveYourDream.org supporters?

As an online volunteer community, we encourage all Soroptimists to interact with Dreamers via social media. Please note, the LiveYourDream.org database and all contact information is completely confidential, as is the information the federation collects for Soroptimist club members.

LiveYourDream.org is primarily designed for people who wish to engage with our mission on an individual basis. That said, we do direct Dreamers to explore Soroptimist club membership as one of their options to participate. In addition, the federation has developed a user-friendly, interactive map hosted on the SIA website to help potential members locate Soroptimist clubs. Check out the map on SIA's website!

## What is the appeal of LiveYourDream.org?

We find that only about 7% of those who fill out an introduction form become Soroptimist members. Yet, they have indicated they really want to improve the lives of women and girls by providing education opportunities and mentorship. Therefore, SIA has worked for several years to create ways for others to help deliver the mission outside of the traditional club model.

The volunteer landscape has changed dramatically since Soroptimist was founded in 1921. This is particularly the case since the advent of social media, which has revolutionized the way people volunteer and support causes. While there will always be people who desire a face-to-face experience, which Soroptimist will continue to offer through its clubs, many people wish to volunteer on their own terms that don't include belonging to clubs, paying dues or attending meetings. After a lot of research and working with a branding/marketing firm, SIA believes that by offering program and volunteer opportunities through LiveYourDream.org, a whole new cadre of people can support the mission. In addition to a fun, encouraging environment, these people will be provided with ways to implement Soroptimist programs at their own pace and with the level of commitment they choose.

## How is LiveYourDream.org different from what we've been doing before?

Originally, LiveYourDream.org was designed to be a fundraising and public awareness strategy. To some extent, it was successful as many clubs now talk about Soroptimist in terms of helping women to live their dreams and have branded their events with the "Live Your Dream" theme.

Now, LiveYourDream.org offers online volunteer opportunities based on Soroptimist programs designed for individuals to connect with our mission. They choose their cause and course of action based on how much time they have. LiveYourDream.org provides the tools online for Dreamers to take action offline in their own community. They choose from a number of causes including helping a woman gain access to education (Live Your Dream: Education and Training Awards for Women), ending violence against women (Teen Dating Violence and Workplace Campaign to End Domestic Violence), and stopping sex slavery (STOP Trafficking).

## Can Soroptimist members sign up to participate in the LiveYourDream.org online community?

Yes! Club members are encouraged to sign up for the community—the more supporters the better our ability to increase our impact. We also want to give members a place to travel the path of self improvement and aspire to live their own dream. LiveYourDream.org is a great place to connect with other people interested in helping women and girls, celebrate the unique power of women, and become inspired and energized! The initiative will not succeed without participation and support from Soroptimist members, and will depend on members spreading the word and inviting friends, family, co-workers, etc. to sign up as well. [Sign Up Here Today!](#)

## What will be asked of members and clubs?

The success of LiveYourDream.org depends on SIA members participating in the community and inviting everyone they know to sign up as well. Therefore, it is absolutely imperative that all SIA members sign up and invite their friends, family, co-workers, etc. to participate in the LiveYourDream.org initiative. Remember, there are no restrictions on LiveYourDream.org: young, old, men, women—anyone who is interested in helping women to live their dreams is invited to participate!

## Will LiveYourDream.org “steal” members away from clubs?

Absolutely not! Non-members who choose to sign up for the LiveYourDream.org community will not be considered Soroptimist members, nor will they have any of the benefits conferred upon dues-paying members. Most people join and stay in Soroptimist because they desire the face-to-face interaction that club life offers. LiveYourDream.org offers alternatives for people who do not have the time, money, or desire to be part of a club. No Soroptimist who is happy with her membership would be tempted to trade it in to participate solely in the online community offered through LiveYourDream.org.

## Will Live Your Dream replace Soroptimist?

No, LiveYourDream.org is powered by Soroptimist and acts as a branch to reach out to a new cadre of supporters to expand our reach. Soroptimist is based on a club model. LiveYourDream.org is based on an individual model. They don't compete with each other. Rather, they work together to connect people to our mission of improving the lives for women and girls in local communities and throughout the world.

Soroptimists already know what it feels like to be part of a collective group working for the same cause. That is what many members say is one of the best parts of being a Soroptimist. LiveYourDream.org increases our impact by involving others who have the same goal to help women and girls. There are thousands, if not millions, of people who want to help create better lives for women and girls. We can build strength in numbers. The more people who sign up for the community, the more women and girls we can help.

## **Why should we support this initiative?**

Clubs and members should participate in LiveYourDream.org for the greater good of the organization. LiveYourDream.org is a strategy that speaks to extending the mission of Soroptimist into the future by employing new and exciting avenues for engagement. It also has a goal of relieving the financial burden on clubs by providing new funding sources. It is true that LiveYourDream.org may not offer all clubs a direct benefit in terms of membership recruitment because the platform is targeted to people who want to volunteer outside of the club model. However, your leadership believes LiveYourDream.org is critical to the long-term health of SIA. Therefore, it is very, very important that everyone consider the greater good of the organization and fully support the LiveYourDream.org initiative.

## **How can clubs use the LiveYourDream.org strategy to boost membership and engage more people to help women and girls?**

LiveYourDream.org's goals include attracting new members to SIA and we hope some people introduced to the LiveYourDream.org concept will become part of a club's extended network. Clubs can think outside of their traditional recruitment strategies and try a different approach with LiveYourDream.org. For example, check out this tip to see how SI/Rio Vista, CA (Founder Region) uses LiveYourDream.org as a way to complement its club's efforts – they have about 30 “Dreamers” involved in their activities and one (who also was a former member) decided to rejoin the club! Another example is SI/Roseville (Sierra Nevada Region), which met with prospectives and when faced with objections about why they could not join (schedules and financial issues), the club offered the LiveYourDream.org alternative as a way of being involved. There are about 12 “Dreamers” who assist with fund raising events by providing extra hands and they work side by side with members at workshops and events. More ideas can be found in the Club Benefits section of the LYD.org Guidebook.

## **Will the LiveYourDream.org website/experience be available in languages other than English?**

For now, the LiveYourDream.org initiative is an English-only strategy, although the website can be translated through one of the free online translation services. Once LiveYourDream.org is fully developed and operating smoothly, the federation will evaluate the feasibility of launching the strategy in other SIA languages.

## **What are the time and financial requirements to being part of LiveYourDream.org?**

There are absolutely no time or financial requirements to be part of the LiveYourDream.org online community, and the choice about how involved people want to be is up to each individual. Some of the opportunities do suggest distributing Soroptimist materials, which are available for purchase. General donations, which are strictly voluntary, can be made to help support the programs offered through



LiveYourDream.org. It is expected that in time many of the participants will want to either financially support the LiveYourDream.org community and its efforts to further deliver on SIA's mission (increased impact), or become Soroptimist members.

### **Will Dreamers duplicate the work of existing clubs?**

It is possible that people from areas with Soroptimist clubs could become LiveYourDream.org supporters. Although she will be interested in working to improve the lives of women and girls, she might not be interested in joining a club. If clubs become aware of Dreamers working in the community, please reach out to them as allies in accomplishing the SIA mission. If they are working in an area the club isn't active, offer support for their efforts. If their work is overlapping with club work, strategize ways to include them. For example, if Dreamers are promoting the Live Your Dream: Education and Training Awards for Women, engage them in ways to build on the club's efforts in the community. Maybe they can promote the award to new organizations, mentor applicants or serve as a judge. Welcome them into the network of women helping other women and girls. It's a great opportunity to introduce them to your club and, even if they don't want to join, they may want to help your club with its projects. This scenario is not much different than metropolitan areas with several Soroptimist clubs working on the same projects. SIA urges collaboration in this situation as well. Remember, everyone has the same good intentions and goals—to help other women and girls.

### **Is there a difference between LiveYourDream.org and the *Live Your Dream Awards*?**

Yes! LiveYourDream.org is Soroptimist's online community, and should always be referred to as "LiveYourDreamDOTorg" or the "LiveYourDreamDOTorg online community." *Live Your Dream: Education and Training Awards for Women* is SIA's signature program, previously called the Women's Opportunity Awards. It joins Soroptimist's girl program, *Dream It, Be It*, in what we call the Soroptimist Dream Programs. These programs ensure women and girls have access to the education and training they need to reach their full potential and live their dreams. They are a true testament to what Soroptimist stands for and what we strive to do. *Live Your Dream: Education and Training Awards for Women* can be abbreviated to "*Live Your Dream Awards*" after first reference.

# PR OPPORTUNITIES

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## *Spread the word!*



Keep in mind that the purpose of LiveYourDream.org is not to steal members away from your club. SIA absolutely wants clubs to continue recruiting women to join Soroptimist. After all, that’s the goal of the All Aboard the MemberSHIP Campaign. We want our clubs to grow and thrive. But not everyone wants to join a club. Not everyone has the time, the finances or need for comradery. So while we definitely want you to recruit more members for your club, we would also love if you could still talk about LiveYourDream.org to those you might not be targeting for club membership. Remember, there are no restrictions on LiveYourDream.org: young, old, men, women—anyone who is interested in helping women and girls to live their dreams is invited to participate!

*“Whoever was responsible for the Live Your Dream strategy, the material, and the website are to be commended. I feel that speaking to others about Live Your Dream and linking it to Soroptimist will be much easier than trying to explain who and what Soroptimist is.”*

*—Soroptimist Member, SI/Saskatoon*



## Key Messages

*Promoting LiveYourDream.org is easy when you know what to say. Here are some talking points that shed light on what LiveYourDream.org is all about.*

- **An online activist network that enables volunteers to make a difference on the lives of girls through Soroptimist programs**
  - Empowers through education and training (Live Your Dream: Education and Training Awards for Women)
  - Prepares girls for success (Dream It, Be It: Career Support for Girls)
  - Works to end violence against women and girls (teen dating violence, domestic violence and trafficking)
- **A self-motivated online volunteer and activist network that offers flexible advocacy and action opportunities to improve the lives of women and girls and help them live their dreams.**
- **Action opportunities are designed to be implemented by individual volunteers**
  - LiveYourDream.org provides the tools to take action in your community
  - Choose your cause and course of action based on how much time you have
- **The LiveYourDream.org blog is a place where anyone, especially the beneficiaries of Soroptimist programs, can go for personal inspiration: words of wisdom, quick tips and fun bits to keep you smiling as you aspire to live your own dreams.**
- **LiveYourDream.org is powered by Soroptimist.**

# Tips for Raising Awareness

- Sign up yourself and take action. Then share your actions and brag about what you've done to help women and girls! When you log into your volunteer profile and report completing an action, there's an option to share your great work on your social media pages.
- Invite everyone you know to sign up (family, friends, co-workers, etc.) directly on the website.
- Follow LiveYourDream.org on social media and share its posts. In addition to daily posts, there's always a social media component to LiveYourDream.org's campaigns. Share the info and encourage your social media friends and followers to get involved. When someone takes an action they automatically become part of the LiveYourDream.org community.
- Not everyone you invite to a recruitment event is going to join your club. Send follow-up communication providing LiveYourDream.org as an alternative way to get involved. In time, some of those people may end of joining your club!
- Share the website with award recipients and encourage them to sign up. Helping women like our Live Your Dream Award recipients is one of the reasons the LiveYourDream.org community exists. The Your Dream blog provides lots of beneficial information for the women we serve. Also, many of these women want to give back and help other women in some way. This online community allows them to pick actions based on the time they have and the activities they want to do.
- Share the following boilerplate, which includes information about LiveYourDream.org in the About Us sections on your websites, social media pages, club brochures, news releases, and other publicity materials:

*Soroptimist is a global volunteer organization that improves the lives of women and girls. Soroptimist envisions a world where women and girls have the resources and opportunities to reach their full potential. More than 100,000 members and supporters in 20 countries and territories invest in the dreams of women and girls through access to education. Soroptimist's main program, Live Your Dream: Education & Training Awards for Women, has disbursed about \$30 million to almost 20,000 women since 1972. Its newest program, Dream It, Be It, targets girls in secondary school who face obstacles to their future success. Soroptimist also powers LiveYourDream.org, an online volunteer and activist network offering flexible action opportunities to improve the lives of women and girls. Soroptimist is a 501(c)(3) organization that relies on charitable donations to support its programs.*

- Wear, use, display and distribute LiveYourDream.org promotional materials and merchandise. In addition to printed pieces about each of our programs, the LiveYourDream.org store provides fun items, such as notebooks, journals, pens, water bottles, mugs, jewelry and window decals, to help promote LiveYourDream.org. All purchases support our programs that create change and deliver dreams. LiveYourDream.org merchandise especially make great gifts for award recipients. Visit the store now!

# Club Examples

*LiveYourDream.org's goals include attracting new members to SIA and we hope some people introduced to the LiveYourDream.org concept will become part of a club's extended network, and eventually club members. Clubs can think outside of their traditional recruitment strategies and try a different approach with LiveYourDream.org.*

## **SI/Roseville, CA (Sierra Nevada Region)**

The club met with a group of women with the intention of recruiting them as members but the women were hesitant to commit to membership because of their schedules and/or financial issues. SI/Roseville offered LiveYourDream.org as an alternative way of being involved in a more “virtual” sense. The club lets “Dreamers,” learn more about Soroptimist’s focus and opportunities, and then lets them choose what activities fit their lifestyle so they can enjoy the benefit of building friendships and the rewards of volunteering for projects with the club. They stay in touch by telephone, online through FaceBook, and are sent club email blasts and updates. “Dreamers” are also included in any event planning meetings and parties – the more the merrier! Additionally, because of some changes in their personal lives that made full membership challenging, two members became “Dreamers.” They support the club’s major fund raising events as “committee volunteers ”and have been welcome to attend meetings as guests. “We love the energy and new ideas we gain from our Dreamers! We hope in the future to have them as members, but make no requirements for them to become members. The seeds are planted and we keep encouraging them.” – Marilyn, SI/Roseville

## **SI/Rio Vista, CA (Founder Region)**

SI/Rio Vista club members distributed LiveYourDream.org postcards throughout the community to connect with like-minded individuals who dreamed of making a better world for women and girls. Utilizing a variety of Live Your Dream-branded events—Live Your Dream Art Contest, Live Your Dream Art Exhibit and a Soroptimist “Live Your Dream” Float at Rio Vista’s Annual Bass Derby Parade—the club generated an enthusiastic network of LiveYourDream.org supporters/volunteers. The group of “Dreamers” are available to assist club members in a variety of ways that can be tailored to their individual time, interest and involvement level of choice. They receive regular communications via email to keep them updated about events, projects and programs. They are also invited to evening socials where they are introduced, acknowledged and made to feel welcome and appreciated. “Our club has only found success with LiveYourDream.org!” – Vera, SI/Rio Vista

## **SI/Mandaluyong (Philippines Region)**

SI/Mandaluyong promotes LiveYourDream.org thru their social media and also created a mug with theLiveYourDream.org design to use as a token of appreciation to non-members who participated in their club activities. Members are always asking friends to sign up and to pledge to support LiveYourDream.org because their objective is to promote LiveYourDream.org and keep the brand in the forefront. They even promoted LiveYourDream.org on a local TV channel during two segments called: “Women Empowerment” and “Violence Against Women” which was then aired on four other cable networks.

# Questions

Please direct any style and/or branding questions to:

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**Soroptimist.org**



*Together, we can build  
a new tomorrow for  
our organization, and  
help even more women  
and girls achieve their  
dreams and reach their  
full potential.*