

# SIA Club Roadmap

## For Success in 2024-2025



SOROPTIMIST®  
Investing in Dreams

SIA's clubs are committed to providing an engaging and meaningful, mission-based experience. But, of course, our members are busy women. And serving women and girls who face obstacles such as poverty, violence and teen pregnancy—locally and throughout the world—can be a tall order.

To make it easier to accomplish our organization's goals we have developed this simple club road map for your use. In order to provide a positive club experience while helping to build our recognition and work towards our Big Goal of investing in the dreams of half a million women and girls through access to education, clubs are asked to do the following:

1

### IMPACT

Help us reach our 2021-2031 Big Goal by serving more women and girls through *Live Your Dream Awards*®, *Dream It, Be It*® and Big Goal Accelerator Projects.

2

### ENGAGEMENT

Grow and retain members by creating an enjoyable and civil member experience. Ensure club members are attending SIA's Leadership Round Table.

3

### BRAND RECOGNITION

Gain greater recognition by promoting your club's impact through our Dream Programs.

4

### PHILANTHROPY

Increase funds raised to support our brand unifying Dream Programs.

**That's it! If your club accomplishes the above, we guarantee you will be providing a superior member experience, fulfilling our mission and strengthening Soroptimist's global brand.**

**For more ideas on how to accomplish the strategies on this roadmap, please consult the following resources:**

- [Soroptimist.org/for-clubs-and-members/federation-information/sias-big-goal/index.html](https://soroptimist.org/for-clubs-and-members/federation-information/sias-big-goal/index.html)
- [Soroptimist.org/for-clubs-and-members/program-resources/index.html](https://soroptimist.org/for-clubs-and-members/program-resources/index.html)
- [Soroptimist.org/for-clubs-and-members/for-clubs/index.html](https://soroptimist.org/for-clubs-and-members/for-clubs/index.html)
- [Soroptimist.org/for-clubs-and-members/federation-information/recognition-and-branding-tools/index.html](https://soroptimist.org/for-clubs-and-members/federation-information/recognition-and-branding-tools/index.html)
- [Soroptimist.org/for-clubs-and-members/donate/index.html](https://soroptimist.org/for-clubs-and-members/donate/index.html)