

SIA Club Roadmap

For Success in 2020-2021



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 collective impact and recognition, clubs are asked to do these five things:

1 PROGRAMS

Increase the number of women and girls your club serves by providing additional *Live Your Dream Awards* and holding *Dream It, Be It* programs.

2 MEMBERSHIP

Grow and retain members by creating an enjoyable and civil member experience.

3 PUBLIC AWARENESS

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

4 FUNDRAISING

Increase funds raised to support our brand unifying Dream Programs.

5 FUTURE

Plan how your club will support and contribute to our 2021-2031 Big Goal: *Invest in the dreams of half a million women and girls through access to education.*

That's it! If your club does these five simple things, 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 five strategies on this roadmap, please consult the following resources:

- [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)
- [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)