



SOROPTIMIST
Best for Women®

SIA CLUB ROADMAP *for*

SUCCESS IN 2017-2018

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 four things:

1

PROGRAM

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

2

MEMBERSHIP

Recruit and retain members by providing a superior club experience and increasing participation in our Dream Programs.

3

PUBLIC AWARENESS

Gain greater recognition by sharing the story of your club's impact through our Dream Programs.

4

FUNDRAISING

Support the global impact of our organization's Dream Programs by contributing at least 10 percent of your club's annual fundraising to Club Giving.

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

- soroptimist.org/members/program/programhome.html
- soroptimist.org/members/membership/membershiphome.html
- soroptimist.org/members/publicawareness/publicawarenesshome.html
- soroptimist.org/members/fundraising/fundraisinghome.html