



A global volunteer organization that improves the lives of women and girls through programs leading to social and economic empowerment.

SOROPTIMIST INTERNATIONAL OF THE AMERICAS, INC.®

Region Fundraising Chair Training - Key Information

Introduction

Soroptimist's headquarters and region staff, volunteer leaders, and the women and girls we collectively serve are grateful to you for taking on the important role of region fundraising chair for 2020-2022. Your role is critical in promoting a culture of philanthropy within the region, and the fundraising objectives of the region roadmap to clubs and members. By doing so, you will make a difference in both the lives of women and girls in your region, as well as women and girls who live throughout SIA's 21 countries and territories.

Region Road Map

For 2020-2021, we are providing a Region Road Map that aligns with our strategic direction to help you develop your region's plan to maximize contributions from clubs and individuals to support our global Dream Programs. This includes:

- Appealing to members to support SIA global Dream Programs with a one-time or monthly contribution.
- Setting a goal of having 100% of clubs give to Club Giving.
- Setting a goal of having 100% of clubs contribute to Founders Pennies.

More details will be available at the Virtual GRT in July 2020.

About Contributions

Club Giving

Club Giving contributions provide the funding necessary for our global Dream Programs. Each year, clubs are encouraged to give at least 10% of their locally raised funds, which leaves them up to 90% to help women and girls in their local community. The combination of all clubs' donations ensures SIA can increase the number of women and girls who benefit from our programs throughout our 21 countries and territories. Clubs chartered in the recognition period will still count toward Club Giving participation. Encourage these clubs to make a gift reasonable to them in their charter year, as well as budget for a 10% contribution in future years. Recognition is awarded to regions, and their leadership, that achieve 100% participation in Club Giving. Extra recognition is awarded to those regions that achieve 100% of participation in clubs giving at least 10%.

Founders Pennies

Each year, Soroptimist clubs make Founders Pennies donations to celebrate the founding of our organization and support its global Dream Programs. Founders Pennies are a classic, time-honored tradition for clubs, and a creative way to help fund life changing programs.

Founders Pennies are set at \$.06 per member times the number of years that SIA has been in existence (1921). For the 2020-2021 club year, \$.06 x 100 years = \$6.00 per member.

Clubs collect the pennies from their members in a variety of ways and usually submit them with club dues. Regions with 100% participation in Founders Pennies are recognized on the SIA website.

Individual Giving

Contributions fund our global Dream Programs that are making real change in the lives of women and girls in our community, and around the world. Donors can designate their gifts to the Live Your Dream Awards; Dream It, Be It; or Unrestricted Support. Here are a few ways contributions support our global Dream Programs:

- Live Your Dream Awards
 - Help a woman pay her college tuition
 - Pay for childcare so a woman doesn't have to leave school in order to care for her kids
- Dream It, Be It
 - Help build girls' self-confidence
 - Teach girls how to overcome obstacles and setbacks
- Unrestricted Program Support
 - Help ensure that all Soroptimist programs have the funding they need to thrive

Recognition

- The Laurel Society recognizes members who have given \$1,000 or more to support our Dream Programs. In addition, members who contribute at least \$500 between September 1, 2020 and August 31, 2022 maintain active status in the Laurel Society and are eligible to attend the Laurel Society Celebration at the 2022 biennial convention.
- The 1921 Visionaries recognizes members who give annual gifts of any amount for five consecutive years or more. At each five-year milestone, members receive recognition for their continued dedication to women and girls.
- Becoming a Soroptimist Stargazer by enrolling in monthly giving is a great way to earn recognition in the Laurel Society. Please promote this program at district meetings and region conferences.
- The Laurel Legacy is for members who have included Soroptimist in their estate planning. These members are recognized with a beautiful pin. This recognition program is ideal for members who

want to ensure Soroptimist will be able to give women and girls the resources and opportunities necessary to reach their full potential for years to come.

Resources Available

You have many resources available to you, including headquarters staff, the Fundraising Council, and the SIA website.

The Fundraising Council

A committee of SIA's Board of Directors, the Fundraising Council is charged to solicit and attract charitable donations, gifts, sponsorships and bequests in order to support SIA's Dream Programs, and to provide recommendations regarding fundraising in support of the Board's fiduciary responsibilities. You will be assigned a Fundraising Council member in August, as a resource to help with fundraising ideas and to answer any questions you may have.

Region Fundraising Chair Website

<https://www.soroptimist.org/for-clubs-and-members/region-chair-resources/fundraising-chairs.html> is your primary source of information.

It features minutes and recordings of meetings, a directory of your peers, biweekly reports on Club Giving and Founders Pennies, monthly reports on the Laurel Society, Laurel Legacy, and Monthly Giving participants, 2020-2021 Club Giving Benefits, translated forms and PowerPoint presentations to use for region conferences, and other resources.

Region Conferences

Region conferences are an important opportunity to spread the important messaging of fundraising for SIA's global Dream Programs. Your governor will give you time on the agenda and may invite you to do a workshop. Headquarters staff will provide you information needed for your presentations or workshops in January.

Important Dates

The 2020-2021 Important Dates document will be available on the region fundraising chair website in August 2020.

Thank You

You have a wide network of support to help you over the next two years. Please, do not hesitate to contact your Fundraising Council liaison or headquarters staff with questions. We appreciate your support and look forward to working with you!