

Second Quarter FY23/24 Membership Analysis

Total Individual Members: 25,642 Total Clubs: 1,138

Progress Toward Goal for Fiscal Year 2023-2024 Through February 29, 2024:

	Progress thru 2/29/2024	Goal for 8/31/2024
Total Individual Members	25,642	24,226
New, Reinstated Members	1,184	3,267
Total Clubs	1,138	1,142

In this second quarter, SIA continues to exceed the FYE23/24 goal by 1,416 members or 6% and an increase of 509 members over FYE22/23. We have met 36% in New and Reinstated members and 99.6% in Total Clubs toward our FYE goal. SIA increased its membership by 576 new members. From a year-over-year perspective, SIA has 648 fewer members than in the second quarter of FY22/23 (a 2.5% decrease).

We had fewer lapsed members this quarter, 107 or 16%, than the previous FY22/23 quarter lapsed member totals of 128. Our clubs decreased by one due to disbanding or forfeiting their charters for nonpayment of 2023-2024 dues. At this time last year, no clubs had disbanded for this quarter.

During this second quarter, 14 regions showed a consistent month over month increase in membership.

- Camino Real
- Desert Coast
- Founder
- Korea
- Midwestern
- North Atlantic
- Northwestern
- Peaks to Plains
- Philippines
- Sierra Nevada
- Sierra Pacific
- South Central

- Taiwan
- Western Canada

During this second quarter, 11 regions show an increase in membership.

- America del Sur
- Brazil
- Central East Coast
- Eastern Canada
- Golden West
- Japan Higashi
- Japan Kita
- Japan Minami
- Japan Nishi
- Mexico/Centroamerica
- Southern

REGION CONFERENCES:

Region conferences will begin soon. As a reminder, we have prepared and provided presentations for your use at your region conference. This year's topic for Engagement is *Transitioning from a Transactional to Engaging Membership Model*. The presentations are available [here](#). There are also suggested materials to include in your conference booklet to use as digital supplemental materials, and/or share as handouts during the conference. These materials include a welcome message and video from 2023-2024 SIA Present Bobbi Enderlin and Executive Director/CEO Michelle J. Burnett, SIA's Strategic Plan, the Region Roadmap and Metrics, and more.

CALL TO ACTION:

MARCH

While March has ended, if you have not taken the following actions, we encourage you to:

- Connect with club treasurers to highlight club dues invoicing templates and prepare for a successful dues renewal season for member retention.
- Review the RMC Region Conference Presentation provided by SIA Staff and begin to practice delivering your speech.
- If you have a request for statistics outside of the usual reports to share at your region conference, email luz@soroptimist.org.

APRIL

- Connect with club treasurers to emphasize the importance of dues invoicing process for member retention.
- If your conference is in April, attend your region conference and deliver [RMC Region Conference Presentation](#) provided by SIA headquarters.
- When a new RMC is appointed for upcoming biennium, begin mentoring to prepare her for this leadership role, sharing this [Annual ACTION PLAN](#) and involving her in upcoming responsibilities.

MAY

- Connect with club treasurers to ensure they are supported through dues invoicing and renewal process for member retention.
- If your conference is in May, attend your region conference and deliver [RMC Region Conference Presentation](#) provided by SIA headquarters.

Second Quarter 2024 Membership Statistics

December 1, 2023 – February 29, 2024

TOTAL # INDIVIDUAL MEMBERS	25,642
TOTAL # CLUBS	1,138

<i>Individual Members</i>		1st Quarter
Total # of Individual Members		25,642
# New		576
# Reinstated		0
# Charter		0
# Lapsed		107
Net Gain(Loss) in period		21
<i>Individual Member Type Breakdown:</i>		2nd Quarter
	Regular	25,365
	Life	277
	Total	25,642
<i>Clubs</i>		1st Quarter
Total # Clubs		1,138
# New/Reinstated		0
# Disbanded/Lost to Merger		1
Net Gain(Loss) in period		(1)

