



Soroptimist is a global volunteer organization that provides women and girls with access to the education and training they need to achieve economic empowerment.

SOROPTIMIST INTERNATIONAL OF THE AMERICAS, INC.®

2022-2024 RMC Training: Key Information

Membership Overview

Membership retention has been a long-standing challenge for SIA for many years. Data from lapsed member surveys indicate the reasons why are due to civility issues within clubs, poor club operations and mission misalignment locally. In the role of RMC, it will be important for you to support clubs that struggle in these areas so they can retain the members they have. You are responsible for educating the clubs in your region on what it means to have an engaging and civil member experience.

Regarding mission misalignment, we receive feedback that members join SIA because of our powerful mission and because of our Dream Programs. However, once individuals became members, they are disappointed by local programs clubs are supporting that do not support SIA's mission. As a result, these members do not renew their membership. Region membership chairs are responsible for educating club leaders on the correlation between our programs and recruitment and retention and asking clubs to promote our programs to attract new members.

Please refer to the [Region Membership Chair Role Description](#), RMC Action Plan, and [Region Membership Chair Webpage](#) for details and resources about your role. This Key Information document provides highlights from 2022-2024 RMC Training.

Membership Campaigns

The four-year Diamond Campaign ended May 31, 2022. As we work through the membership reporting and analysis of our results and performance, we'll be very excited to award the Phase 4 cash prizes, as well as recognize our clubs and regions for all of the hard work and membership successes we've achieved in recent years despite circumstances we never could have predicted.

As we look to the future, you can expect some changes to the way SIA carries out membership campaigns. Rather than multi-year campaigns, you may expect shorter, more nimble, targeted campaigns to help us in reaching our goals. As region membership chairs, you'll be among the first leaders to know about the new campaigns we're developing as we prepare to roll these out.

RMC Areas of Focus

Part of your role is overseeing membership responsibilities in three main areas of focus. You may wish to identify committees or teams to support work in each of these areas.

These areas of focus are:

1. Membership Development in Existing Clubs

This is a focus on growing and engaging membership in existing Soroptimist clubs. Associated responsibilities are:

- Develop and implement initiatives to grow membership to meet campaign goals defined by SIA.
- Support the introduction form process by ensuring that clubs respond promptly to introduction forms and follow-up with prospective members.
- Connect with clubs in your region that have fewer than the recommended 12 regular members. Provide counsel and assistance to these clubs in their recruitment and retention efforts.
- Contact lapsed members during win-back campaigns. You will be notified throughout the year as SIA conducts win-back campaigns, whether our staff contacts former members directly from headquarters, or provides you with a list of recently lapsed members in your region. Please plan to support these efforts and connect with lapsed members who may wish to re-join a Soroptimist club.
- On a monthly basis, review membership reports from SIA to understand the state of membership in our organization, and to monitor your region's progress.
- Familiarize yourself with the SIA membership resources found on our website. Please encourage clubs to access these tools to support their local efforts to recruit and retain members.
- Encourage clubs to share activities that enhance the club member experience by submitting entries to the Soroptimists Celebrating Success Awards.

2. Club Chartering

This is a focus on growing membership by building new Soroptimist clubs. Associated responsibilities are:

- Use the [new club building guide](#), as well as the other membership resources available from SIA. Leverage these tools to achieve a new club in your region, or to support a new club effort in a nearby region or even far across the federation.
- Communicate with other regions about your charter progress and the support that you need to succeed.

3. Mentoring and Developing New Clubs

This is a focus on supporting and mentoring new Soroptimist clubs after they charter. Associated responsibilities are:

- Implement the [Soroptimist club mentor guide](#).

Leadership Role of RMCs

As a region chair, you are a leader within our organization. Some of the responsibilities of RMCs from a

leadership perspective are:

1. Sharing information and feedback with SIAHQ

Your SIA headquarters staff will be in contact with you regularly throughout the year. A few areas we may ask you to provide feedback are:

- Review and provide feedback on membership tools and materials.
- View on-demand webinars provided by SIA headquarters throughout the year, participate in discussions with other RMCs, and share what you learned with your region. Let us know about those clubs that excel at providing an optimal member experience. We can use them as a model for other clubs to look to and replicate their good habits.
- Encourage clubs to share activities that enhance the club membership experience by submitting entries for Soroptimists Celebrating Success Awards and support the region's membership entry for Shaping the Future Awards.

2. Communicating and educating members

This relates to the objective of increasing the quality of engagement within our organization where we create an enjoyable and civil member experience, communicate value, and onboard new members. You should communicate with members in your region, for example:

- Share useful information and resources through emails to clubs, region newsletters, social media pages, and any virtual or face-to-face meetings.
- In the quarterly RMC update “What’s Up in Membership,” you will find important information including items you can easily share through your own region newsletters or social media pages.
- Become familiar with SIA’s website so you can help direct members who may need a hand in locating where to find information on our Dream Programs, the Big Goal, the Club Roadmap, civility resources, and leadership materials. Reference the “[For Clubs and Members Index](#)” found on the [RMC webpage](#).
- Play an active role within your region by attending and participating in region conferences. You should plan to make presentations about recruitment, retention, club building and other membership topics. You can expect SIA Staff will provide a presentation for you to deliver during your region conference.