

FAQ: Brand Messaging Refinement

What are SIA's refined mission, vision and tag line statements?

Vision: Women and girls have the resources and opportunities to reach their full potential and live their dreams. (this has not changed)

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

Tag Line: Investing in Dreams

Why did SIA elect to refine our mission statement and tag line?

We are gearing up for our next century and our next big goal to invest in the dreams of half a million women and girls. The SIA Board and staff, in consultation with a branding expert, felt it was a good time to strengthen and focus our messaging.

What is the purpose of mission, vision and tag line statements?

These statements are for branding purposes. A mission statement describes an organization in terms of who you are, what you do, how you do it and for whom, and why it matters (the outcome). The goal is to educate. A vision statement describes what the world will look like after you've accomplished your mission. It should be short and inspirational. A tag line is a short phrase that inspires people to learn more about you.

What do we hope to gain by changing our brand messaging?

We hope this change will help increase our recognition and inspire people to join and/or donate to our cause.

What was the process by which SIA changed the mission and tag line?

SIA worked with a branding firm, Iris Communications and its president, Beth Brodovsky. Beth led the SIA board in a series of exercises designed to provide direction and build consensus. From there, Beth worked with staff to create options. The SIA Board reviewed the options, considered whether it conveyed our desired message of who we are, what we do and for whom, and why it matters (outcome) and passed these refined messages at its June 2019 meeting.

Why weren't the membership and other leaders involved?

The entire SIA membership was involved through years of surveys, direct input into the direction of our organization, and election of Board members to represent you. Ultimately, the SIA Board is responsible for the strategic direction of the organization and the messaging of that direction.

It doesn't seem like the mission statement has changed much.

The change is more of a refinement. On the advice of our consultant, we added in who we are (a global volunteer organization) and how, specifically, we support women and girls (helping them to get the education and training the need to achieve economic empowerment). We left in the words “economic empowerment” as this is the language the UN uses, and describes the condition where women have the means and opportunity to support themselves and make their own decisions.

Why was the word “social” left out of the mission statement?

Social empowerment is a broad and vague term, encompassing areas in which SIA doesn't work. The reality is, education and training are key to both economic and social empowerment. When women and girls are educated, they have a choice, opportunity and a path toward economic empowerment—which almost always leads to improvements in their social standing. Since providing access to education and training is our focus, it didn't make sense to leave in the idea of social empowerment, even though that phrase has been in the Soroptimist vernacular for a long time.

Do we have to stop using our banners, flags and jewelry that say “Best for Women” on them?

No! “Best for Women” is the rough translation of our name, and the name of our publication. It is fine to continue using the phrase.