

SOROPTIMIST INTERNATIONAL OF THE AMERICAS, INC.®

Region Roadmap

To assist with planning your region's strategic direction throughout the biennium, the following Region Roadmap is provided to guide success in achieving our Big Goal of investing in the dreams of half a million women and girls through access to education.

IMPACT

- Encourage clubs to increase the number of girls they serve through Dream It, Be It by 25% each year.*
- Encourage clubs to increase the number of women and girls they serve through the Live Your Dream Awards by 10% each year.*
- Encourage clubs to increase the number of women and girls they serve through Big Goal Accelerator Projects by 10% each year. *
- Celebrate the global impact of our Dream Programs and steps your region takes towards achieving our 2021-2031 Big Goal of investing in the dreams of half a million women and girls through access to education.
- Align all region projects or programs with our mission to provide women and girls facing obstacles with access to the education and training they need to achieve economic empowerment.
- Report any eligible region Big Goal Accelerator Projects to SIA.
- Ensure any region spending is focused on reaching more women and girls by giving additional Live Your Dream Awards at the club level and providing financial support to club Dream It, Be It projects.

*Final numbers for annual increase to be provided in addendum entitled "23-24 Annual Big Goal Increases"

ENGAGEMENT

- Encourage clubs to achieve an 85% or better retention rate.
- Support clubs to recruit new members, for an increase in total members added to your region.

- Increase new clubs added in your region and collaborate to charter 15 new clubs or more across SIA.
- Attend the Leadership Round Table as required and encourage attendance of members within the region.
- Achieve the Leadership Round Table registration goals set for the region.
 - Regions in Canada, Japan, Korea, Taiwan, and the United States:
 - Register 22 members in each region for the 2024 Leadership Round Table.
 - Brazil, America del Sur, Mexico/Centroamerica Regions and our two regions in the Philippines:
 - Register 4 members in each region for the 2024 Leadership Round Table.

*2025 Leadership Round Table goals for each region will be established and shared in August 2024.

BRAND RECOGNITION

- Inspire clubs to expand their brand reach through a club website and social media presence.
- Ensure clubs implement our [brand standards and approved logos](#) to bolster a consistent global identity throughout Soroptimist.
- Leverage marketing trainings and resources to help clubs promote the Soroptimist mission, our Dream Programs, and club activities that support the Big Goal in their local community.
- Use Soroptimists new story forms to share Soroptimist mission and Big Goal-related activities to help drive recognition.
- Encourage clubs to follow SIA on social media to stay up to date on organizational news and to share SIA's content.

PHILANTHROPY

- Make Soroptimist's Dream Programs the region's cause of choice.
- Inspire contributions through individual gifts, club giving, and fundraiser events to support our global Dream Programs.
- Encourage clubs to include fundraising presentations and discussions as part of their meetings and special events.