



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.®

# 2025 Region Conferences: SIA Developed Content

Approximate Run Time: 130-140 minutes

*All content SIAHQ provides is designed for all conference attendees and should be given in general sessions.*

### Official Visitor Speech

To be delivered by Official Visitor

- Title: Embracing Change, Celebrating Success, and Committing to Inclusivity: A Call to Action for Soroptimists
- Description: This interactive speech emphasizes the importance of three key actions: embracing change, celebrating successes, and committing to inclusivity. It concludes with a call to action, the speaker invites all members to commit to these shared values, envisioning a supportive community that empowers women and girls to achieve their dreams.
- Learning Objectives:
  - The power of change is important in fostering growth and innovation within the organization.
  - Celebrating achievements as being essential for motivating members and acknowledging their hard work.
  - Importance of creating an inclusive environment where every member feels valued and empowered.
- Format: PowerPoint with script
- Length of time: 20-30 minutes

### Official Visitor General Session Presentation

To be delivered by Official Visitor

- Title: Thriving through Change
- Description: Navigating change is crucial for our organization's success. This presentation explores how to thrive in the face of evolving circumstances, drawing on insights from personal experience(s) and individual change management principles.
- Learning Objectives:
  - Recognize and navigate the stages of change.

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- Identify and apply individual change management principles.
- Move forward and embrace change.
- Format: PowerPoint with script
- Length of time: 30-40 minutes

### Region Pillar Presentations

To be delivered by SIA's Region Chairs which may be delivered at once for a total run time of 80 minutes or individually at 15/25 minutes per presentation.

#### Impact/Program Pillar Session (20 minutes)

- Title: Reaching the Big Goal Together: Best Practices
- Description: Your club is motivated to achieve the necessary Big Goal increases so we can hit our 2031 Big Goal, but you're not quite sure how. This presentation will share an overview of best practices to increase your reach through the Dream Programs and Big Goal Accelerator Projects and feature successful club and region projects.
- Learning Objectives:
  - Members will be able to understand best practices to increase the number of women and girls that their club reaches through the Dream Programs and Big Goal Accelerator Projects.
  - Members will be able to identify what best practices their club can implement to increase the number of women and girls that their club reaches through the Dream Programs and Big Goal Accelerator Projects.
  - Members will be inspired by other club and region success in increasing the number of women and girls that their club reaches through the Dream Programs and Big Goal Accelerator Projects.
- Format: PowerPoint with script

#### Engagement/Membership Pillar Session (25 minutes)

- Title: Combating the Great Membership Decline
- Description: Like most service club organizations, membership is declining in Soroptimist. During this session, briefly share why you think membership is declining. Then, learn some strategies on how to grow and retain members.
- Learning Objectives:
  - Hear and share what clubs in your region are grappling with that may contribute to their membership decline.
  - Examine membership benefits and Soroptimist's value proposition.
  - Build successful membership campaigns.
- Format: PowerPoint with script

#### Philanthropy/Fundraising Pillar Session (15 minutes)

- Title: Building Your Fundraising Confidence: Overcoming Your Fear of the Ask

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- Description: Whether you are new to fundraising, a seasoned fundraiser, or want to keep up with current strategies, this presentation will provide helpful tools for success. Learn some best practices for donor relationship building, engaging potential donors in local initiatives and confidently making the ask.
- Learning Objectives:
  - Understand why many of us are fearful to make a fundraising ask and how we can overcome it.
  - Utilize the skillsets that you already have to boost your fundraising confidence.
  - Discover ways to make compelling asks with various types of fundraising opportunities.
- Format: PowerPoint with script

### **Recognition/Public Awareness Pillar Session (20 minutes)**

- Title: Creating an Effective Club Website: From Vision to Launch
- Description: Building a club website doesn't have to be daunting. Discover key steps for creating a professional, impactful and user-friendly website. From forming a committee and selecting tools to designing a homepage and maintaining security, learn how to craft a site that aligns with your club's goals and SIA brand while staying manageable and budget-friendly. Plus, this session includes some interactive fun to help you kick off your web-building journey!
- Learning Objectives:
  - Understand the essential components of planning a club website, including defining goals, target audiences and responsibilities.
  - Explore tools and resources for building and hosting a website, emphasizing simplicity and cost-effectiveness.
  - Apply best practices for website content, design and security to ensure a professional, engaging, and compliant site.
- Format: PowerPoint with script and interactive elements

### **Additional Content**

*Suggested use of the following materials: include in conference program booklet, use as digital supplemental materials, and/or share as a handout during conference.*

#### **2024-2025 SIA President Ginger Cole's Region Conference Letter**

A message from 2024-2025 President Ginger wishing region conference attendees a successful event.

#### **2024-2025 SIA President Ginger Cole's Welcome Video**

SIA's 2024-2025 President Ginger extends her greetings and welcome to 2025 region conference attendees.

#### **Executive Director/CEO Michelle J. Burnett's Welcome Letter**

A message from SIA's Executive Director/CEO Michelle wishing region conference attendees a successful event.

#### **Executive Director/CEO Michelle J. Burnett's Welcome Video**

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SIA's Executive Director/CEO Michelle extends her greetings and welcome to 2025 region conference attendees.

### **SIA's Strategic Plan**

Soroptimist International of the Americas' vision, mission, core values and strategic outcomes.

### **Region Roadmap**

A guide for region tactics to support our Big Goal of investing in the dreams of half a million women and girls through access to education.

### **Region Roadmap Metrics**

Metrics based on the Region Roadmap that guide regions in achieving the goals of the SIA Strategic Plan.

### **Club Roadmap**

A guide for clubs that showcases five areas to guide annual plans, help us reach our goals, and provide a positive club experience.

### **Club Roadmap Metrics**

Metrics based on the Club Roadmap that guide clubs in achieving the goals of the SIA Strategic Plan.

### **Soroptimist Glossary**

Terms and definitions unique to Soroptimist.

### **Save the Dates!**

More information about the 2025 Leadership Round Table, 2025-2026 Soroptimist Leadership Fellows Program and the 49th Biennial Convention.

### **Soroptimist Events**

Information about upcoming events such as trainings and member engagement opportunities, as well as access to past content.

### **Sky Full of Stargazers**

Create your region's constellation of Stargazers with a special activity that highlights current monthly donors, while also inviting new ones to participate.

### **SIA #TechTalks Handout**

Flyer with a QR code to learn more about the phases of SIA's New! Member Portal. Learn how to update your roster, assign leadership roles and pay dues online. Visit our Learning Hub to find FAQs, Video Demos and How-To Guides to support you as we learn new technology together.

### **Conflict Management Styles Assessment**

An interactive assessment and activity to help members recognize their own approach to conflict.

### **So, You Think You Know Soroptimist?**

An optional engagement activity that will test your knowledge about all the terms and facts unique to SIA.

### **SIA Photo Contest**

SIA invites clubs and members to submit photos that reflect the work being done to support and empower women and girls, with prizes awarded to top entries.