



SOROPTIMIST
Best for Women®

SIA'S BIG GOAL

The 2018 Big Goal Convention Exercise Results Are In!

At the Soroptimist 45th Biennial Convention in Yokohama, Japan, we engaged participants in small group discussions about our 2021-2031 Big Goal: *invest in the dreams of half a million women and girls through access to education.*

We asked small groups to identify the strengths we could build on and the opportunities on which we could capitalize.

More than 130 small groups participated, and here's what we learned:

OUR STRENGTHS



Members—Our members are passionate, committed, talented and professional.

Fundraisers—Our fundraisers are creative, innovative and successful.

Live Your Dream Awards®—Our award transforms women's lives and is well-known.

Collective Impact—Our focus creates unity, cohesion and organization.

Mission and Focus—Our mission and focus makes us unique.

Dream Programs—Our programs unite and define our organization.

OUR OPPORTUNITIES



Member Recruitment—We can share the joys of membership with more women.

Non-Profit Partners—Partners can help us reach more women and girls.

Public Awareness—We need to raise our profile locally and globally.

Local Projects—We can leverage our strong community connections.

Schools—We can find beneficiaries for our programs by working with schools.

Teamwork—Clubs, regions, and members around the world can work together.

CONCLUSIONS



Overall, members, the board of directors, and SIA staff agree about our strengths and opportunities. As we work to achieve our next Big Goal, we will continue to focus on these areas:

Dream Programs—Through our focus on our brand-unifying Dream Programs, we will reach more women and girls and be more widely recognized for our work.

Membership—Our existing members are our biggest asset, and recruiting new members is our biggest opportunity.

Partners—Engaging new partners to help us grow the reach of our Dream Programs and help us be more widely recognized.

Fundraising—Making SIA our charity of choice to increase resources for our Dream Programs.

Local Projects—Leveraging relationships created through local projects can help clubs grow their Dream Programs.