

SIA'S BIG GOAL

The 2018 Big Goal Membership Survey Results are in!

In FY17/18, members provided input into plans for our 2021 Big Goal: *Invest the Dreams of Half a Million Women and Girls Through Access to Education*. More than 2,000 members from 18 countries and territories answered the survey and here's what we learned:

What we're doing well:

On average, **77%** of members agree or strongly agree:



Our recent accomplishments can be attributed to changing the way we work to achieve our current Big Goal of increased collective impact.



Focusing our resources on building the impact of our brand-unifying Dream Programs is the best way to increase our impact, which will result in increased recognition of our organization.



Focusing on our brand-unifying Dream Programs is the best way to support the UN's call for accelerating women's economic empowerment.



Our Dream Programs address other issues of importance including domestic violence, trafficking, sexual assault and access to health care.



We can build upon our success by focusing on our next Big Goal: *Invest the Dreams of Half a Million Women and Girls Through Access to Education*.



If all clubs commit to achieving our next Big Goal, we can reach 500,000 women and girls in the first decade of our second century.

"Keep the focus on working as one to assist more women and girls to create greater awareness of our organization through our Dream Programs. I appreciate the ongoing effort to engage our members by consistently asking for their input. Thank you!"

—Survey Respondent

Where we can improve:

- ✓ Ensuring our members feel their voices and opinions are being heard.
- ✓ Building excitement for our next Big Goal.
- ✓ Shifting our members' perspective from being exclusively a club-focused orientation to being part of a global organization working as one to increase our collective impact.

For more information about SIA's Big Goals visit:

[Soroptimist.org/for-clubs-and-members/federation-information/sias-big-goal/index.html](https://soroptimist.org/for-clubs-and-members/federation-information/sias-big-goal/index.html)