



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.®

FY20/21 Strategic Plan

Vision

Women and girls have the resources and opportunities to reach their full potential and live their dreams.

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.

Core Values

Soroptimist International of the Americas is committed to:

- GENDER EQUALITY: Women and girls live free from discrimination.
- EMPOWERMENT: Women and girls are free to act in their own best interest.
- EDUCATION: Women and girls deserve to lead full and productive lives through access to education.
- DIVERSITY & FELLOWSHIP: Women from varied backgrounds and perspectives work together to improve the lives of women and girls.

Big Goal (10-15 years)

Increase Collective Impact

Strategic Outcomes (3-5 years)

IMPACT

Together, we will provide a sustainable impact on the lives of women and girls who face obstacles such as poverty, violence and teen pregnancy.

Objectives

1. Increase the impact of our Live Your Dream Awards.
2. Increase the impact of Dream It, Be It.
3. Increase engagement in our Live Your Dream Awards.
4. Increase engagement in Dream It, Be It.

Strategies

- a. Promote participation in the Dream Programs.
- b. Provide support and resources for club participation in the Dream Programs.

- c. Demonstrate the sustainable impact of the Dream Programs.
- d. Ensure women and girls have access to our Dream Programs.
- e. Provide additional resources to Live Your Dream Award recipients.
- f. Prepare to diversify delivery of our Dream Programs.
- g. Adapt new technology to meet impact objectives.

ENGAGEMENT

Members and supporters will find value through engagement with our mission.

Objectives

- 1. Increase the quality of engagement within our organization.
- 2. Increase new clubs.
- 2. Increase members in clubs.
- 3. Increase effective leaders within our organization.
- 4. Enhance our effectiveness for collective, sustainable impact.

Strategies

- a. Create a quality member experience.
- b. Provide member retention support.
- c. Provide support for chartering new clubs.
- d. Support the development /mentoring of new clubs.
- e. Provide member recruitment support.
- f. Communicate value to members.
- g. Provide effective communications across our cultures and languages.
- h. Explore membership model and engagement opportunities.
- i. Offer opportunities to engage across our organization.
- j. Improve member, club and region recognition.
- k. Support SI's need for volunteers.
- l. Provide leadership development
- m. Provide region leadership with support to advocate for our organization's priorities.
- n. Prepare to celebrate Soroptimist's 100th anniversary.
- o. Plan 100th anniversary event.
- p. Manage organizational risk.
- q. Optimize financial efficiencies.
- r. Evolve our data management.
- s. Adapt new technology to meet engagement objectives.

RECOGNITION

We will be recognized for the impact of our Dream Programs.

Objectives and Strategies

- 1. Increase awareness of our global Soroptimist brand.
- 2. Enhance the club's ability to raise awareness of Soroptimist in local communities.

Strategies

- a. Position the impact of our Dream Programs for greater brand visibility.
- b. Encourage brand consistency throughout our organization.

PHILANTHROPY

Donors will fully fund our ability to support our Dream Programs.

Objectives

1. Maintain Annual Fund donations.
2. Increase Major Gifts.
3. Improve our donor experience.

Strategies

- a. Encourage clubs, members and non-members to give to our Dream Programs.
- b. Retain annual fund donors.
- c. Support the major gifts process.
- d. Recognize our donors.
- e. Utilize fundraising volunteers to carry out the fundraising plan.
- f. Adapt new technology to meet philanthropy objectives.

FUTURE

In our second century we will serve more women and girls through our Dream Programs.

Objectives

1. Increase club support to achieve our 2021-2031 Big Goal: *Invest in the dreams of half a million women and girls through access to education.*
2. Increase region support to achieve our 2021-2031 Big Goal: *Invest in the dreams of half a million women and girls through access to education.*
3. Secure financial support to reach our next Big Goal.
4. Diversify efforts to achieve our 2021-2031 Big Goal: *Invest in the dreams of half a million women and girls through access to education beyond the club model.*

Strategies

- a. Inspire clubs to support our strategic direction.
- b. Promote tools to align club's activities with our strategic direction.
- c. Recognize clubs that shift their project focus to our 2021-2031 Big Goal.
- d. Promote measures of success for our 2021-2031 Big Goal.
- e. Mobilize region support for our 2021-2031 Big Goal.
- f. Support regions in prioritizing their resource allocation.
- g. Develop and test a virtual program opportunity.
- h. Adapt new technology to meet future objectives.