

SOROPTIMIST INTERNATIONAL OF THE AMERICAS

SIA's Diamond Campaign: Phase 4 Rules & Prizes

The Diamond Campaign is a multi-year campaign to strengthen our organization's membership base as we celebrate Soroptimist's 100th anniversary. The fourth and final year of the campaign will run from June 1, 2021 to May 31, 2022.

This document provides eligibility and calculations for each of the campaign's goals, as well as an outline of recognitions and prizes that will be awarded to top clubs and regions as part of Phase 4.

Campaign Goals

Our SIA Board has defined the following goals for ALL clubs and regions to meet or exceed by May 31, 2022:

- 85% or better retention rate.

In addition, during the same time period all regions share the following goal:

- A coordinated effort by all regions to charter 15 new clubs across the federation.

Prizes & Recognition

Prizes and recognition for meeting the goals outlined above will be carried out as follows. All cash prizes are to support region and club operations for a heightened member experience.

Top Performing Regions:

At the midpoint of Phase 4 (November 2021), any region that has maintained 100% member retention will be entered into a drawing for \$250. One winner will be drawn.

If the collaborative goal of chartering 15 new clubs across the federation is met, then regions that chartered a new club(s) will be entered to a drawing for \$1000. Regions that chartered multiple clubs will be entered to the drawing multiple times; once for each brand new club chartered in their region during the campaign period. One winner will be drawn.

All regions meeting or exceeding the member retention goal will be recognized as follows:

- Regions spotlighted on SIA's website
- Featured post on SIA's Facebook page
- Spotlight during 2022 summer meetings
- Digital badge for region's website

Top Performing Clubs:

At the midpoint of Phase 4 (November 2021), any club that has maintained 100% member retention will be entered into a drawing for \$250. One winner will be drawn.

At the end of Phase 4 (May 2022), all clubs meeting or exceeding the goal of 85% member retention will be entered into a drawing. Additional drawings will be made for clubs with even higher retention rates. Eight winners will be drawn for \$500; with two winners drawn from each of the following tiers. Clubs that fall into higher tiers of member retention will be included in all categories they meet.

- Clubs with 85% or greater member retention (two \$500 winners will be drawn).
- Clubs with 90% or greater member retention (two \$500 winners will be drawn).
- Clubs with 95% or greater member retention (two \$500 winners will be drawn).
- Clubs with 100% or greater member retention (two \$500 winners will be drawn).

In addition to being included in the drawing, all clubs meeting or exceeding the member retention goal of 85% will be recognized as follows:

- Clubs spotlighted on SIA's website
- Featured post on SIA's Facebook page
- Spotlight during summer 2022 meetings

Calculations & Eligibility

Retention Rate

Membership retention is calculated as follows:

$$\frac{\text{Total members at end of period (May 31, 2022)} - \text{New and Charter members added during period (June 1, 2021 to May 31, 2022)}}{\text{Total members at start of period (May 31, 2021)}} \times 100$$

A specific number goal is not assigned to each region at the start of this campaign in relation to reaching an 85% or better membership retention rate, as the calculation considers future members that will be added throughout the year.

The retention rate percentage will be calculated in reports throughout the year to advise each region of their progress as well as SIA's progress, based on the total membership and members that have been added. Final progress will be calculated during June 2022, based on the full campaign year of membership through May 31, 2022.

All clubs that were active by June 1, 2021 and are still active through May 31, 2022 are eligible for recognition in this category. Newly chartered clubs do not qualify for this category if their charter processing date falls in the campaign period (June 1, 2021 – May 31, 2022).

Club Charters

The shared goal for new club charters will be calculated as a count of the number of new clubs added by all regions during the campaign period. To be considered a club charter during the campaign period, the charter club's

complete and approved paperwork must be remitted to SIA, along with the club's SIA dues payment, during the campaign period. Clubs with a charter date during the campaign period, but whose dues and paperwork are received by SIA outside of the dates of the campaign period, will not be considered as progress towards this goal. Charter clubs are brand new clubs; reinstated clubs do not count as progress towards this goal.

Club and region performance is calculated based on membership changes that are received by SIA Headquarters no later than May 31, 2022. Any questions or concerns regarding the accuracy of SIA's membership reports for recognition in the Diamond Campaign should be emailed to membership@soroptimist.org no later than June 15, 2022.