

SOROPTIMIST INTERNATIONAL OF THE AMERICAS

SIA's Diamond Campaign: Phase 2 Rules & Prizes

The Diamond Campaign is a multi-year campaign to strengthen our organization's membership base as we approach Soroptimist's 100th anniversary. The second year of the campaign will run from June 1, 2019 to May 31, 2020.

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 after the end of the second year.

Campaign Goals

Our SIA Board has defined the following goals for ALL clubs and regions to meet or exceed by May 31, 2020:

- Overall net change in membership of -1% or better.
- Add new members representing 14% or more of your starting total membership.
- Terminated members represent 15% or fewer of your starting total membership.

Each Region Membership Chair will be in touch with the clubs in her region to define the number of members the percentages represent for each club, and to help develop strategies for membership success! In addition, as we seek to charter 100 new clubs by SIA's 100th Anniversary, all regions should meet the following goal:

- Charter more than one new club.

Prizes & Recognition

Prizes and recognition for meeting the goals outlined above will be carried out as follows.

Top Performing Regions:

Each region meeting or exceeding all of the following goals by May 31, 2020 will be entered into a drawing for \$1,000 USD to support their Dream Programs. One winner will be drawn:

- -1% net change in membership or better
- More than 14% new members added
- Less than 15% terminated members
- More than 1 new club chartered

In addition to being included in the drawing, all regions meeting or exceeding all four goals will be recognized as follows:

- Regions spotlighted on SIA's website
- Featured post on SIA's Facebook page
- Spotlight during 2020 meetings in Bellevue, WA
- Digital badge for region's website

Top Performing Clubs:

Each club meeting or exceeding all of the following goals by May 31, 2020 will be entered into a drawing for \$500 USD to support their Dream Programs. Ten winners will be drawn:

- -1% net change in membership or better
- More than 14% new members added
- Less than 15% terminated members

In addition to being included in the drawing, all clubs meeting or exceeding all four goals will be recognized as follows:

- Clubs spotlighted on SIA's website
- Featured post on SIA's Facebook page
- Spotlight during 2020 meetings in Bellevue, WA

Top Performing Clubs by Individual Goal:

Each club meeting or exceeding an individual goal as follows by May 31, 2020 will be entered into a drawing for:

- One \$500 USD prize for -1% net change in membership or better
- One \$500 USD prize for more than 14% new members added
- One \$500 USD prize for less than 15% terminated members

Calculations & Eligibility

The specific number goal that each region and each club should meet was calculated as follows using May 2019 membership totals as a base figure for each goal. More detail on each calculation is provided below by recognition category. The specific number goals were provided to region governors and region membership chairs during July 2019.

In all categories, club and region performance is calculated based on membership changes that are received by SIAHQ no later than May 31, 2020. 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, 2020.

Goal: -1% net change in membership or better

The net change goal was calculated as follows: $.99 \times \text{Total membership on May 31, 2019}$

This figure represents a -1% change over the campaign period. Clubs and regions should meet or exceed the total membership as calculated and provided as a goal from SIA. At the club level, due to the mathematical effects of calculating the percentage on a small scale, the resulting number provided by SIA has been rounded up so that clubs will exceed the goal figure for minimum total members at the end of the period.

All clubs that were active by June 1, 2019 are eligible for recognition in this category. Newly chartered clubs do not qualify for this category if their charter processing date falls in the current campaign period (June 1, 2019 – May 31, 2020).

Goal: 14% or more new members added

The new members goal was calculated as follows: $.14 \times \text{Total membership on May 31, 2019}$

This figure represents the number of new members that should be added, that will represent 14% of the starting total membership. Clubs and regions should meet or exceed the number of new members as calculated and provided as a goal from SIA. At the club level, due to the mathematical effects of calculating the percentage on a small scale, the resulting number provided by SIA has been rounded up so that clubs will exceed the goal figure for minimum new members added.

To qualify as a new member, the new member cannot be a former member that was terminated and reinstated in the same year.

For regions, the new member goal will include both new members added to existing clubs, as well as charter members added to new clubs in the region.

All clubs that were active by June 1, 2019 are eligible for recognition in this category. Newly chartered clubs do not qualify for this category if their charter processing date falls in the current campaign period (June 1, 2019 – May 31, 2020).

Goal: 15% or fewer members terminated

The terminated members goal was calculated as follows: $.15 \times \text{Total membership on May 31, 2019}$

This figure represents the maximum number of terminated members that clubs and regions should lose during the campaign period, which will represent 15% of the starting total membership. Clubs and regions should meet or come under the number of terminated members as calculated and provided as a goal from SIA. At the club level, due to the mathematical effects of calculating the percentage on a smaller scale, the resulting number provided by SIA has been rounded down so that clubs will come in below the goal figure for maximum terminated members.

All clubs that were active by June 1, 2019 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, 2019 – May 31, 2020).

Goal: More than one new club chartered

The region goal for new club charters will be calculated as a count of the number of new clubs added by each region during the campaign period. In order 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 submitted outside of the dates of the campaign period, will not be considered as progress towards this goal.