



Driven by Dreams Campaign Discussion Questions and Kick Off Ideas

Discussion Questions

- Can you think of any recently lapsed members who you might be able to win back? Can you plan a plan to address their reasons for leaving and encourage them to rejoin?
- Who do you know who isn't a member yet but could be? How could you reach out to them to talk to them about joining?
- What kinds of events can your club, district, region host or attend to engage potential new members?
- What are some kinds of things that your club has NOT yet tried that might help grow membership? What of those are low or medium effort or cost?

How can you involve new members once they join? What can they do in their first 30, 60, or 90 days to help them feel connected and make them want to stay?

- Which ideas will your club start with and when will you implement them? Who will be responsible for each action?

Kick-off Event Ideas

We encourage clubs and members to have fun with the Driven by Dreams theme. A great way to stir up some excitement is to host a club, district, or region kickoff event! This event could be for current Soroptimists, or you could invite potential members. Below are some ideas to get you started. Please share any ideas of your own and photos of your events with our hashtag #SIADrivenByDreams or email them to SIA headquarters at membership@soroptimist.org so we can share your great ideas and successes across the Federation!

- Share information about the campaign, the goals, awards, and incentives to generate excitement.
- Watch the recording of the kickoff webinar event for the campaign on SIA's [YouTube channel](#).
- Consider racing/driving themed props for photo opportunities, like a checkered flag or steering wheel, to show you're in the driver's seat with this campaign!
- Brainstorm themed refreshments, like On Your Marks Milkshake or a Driven by Dreams Donuts station.
- Create a playlist for the event with driving-themed songs or songs about a journey—this will vary depending on your language and location, but in English, some options are “Life is a Highway,” “Little Red Corvette,” or “Running Down a Dream.”
- Make sure you're celebrating your club's successes—every new member or member re-engaged is a win on the road to our vibrant future!