

*Improving the lives of women and girls
 through programs leading to social
 and economic empowerment.*

## Soroptimist International of the Americas

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**Friends and Family: Target Profile**

*Being a part of this organization is like belonging to a family that works hard and plays hard together.* – Sandy, SIA Member

*My best friends have been made through this organization— friends I know will be lifelong ones.* – Tracy, SIA Member

Soroptimist members are important. Not only do they execute our mission and help numerous women and girls throughout the world, but they are also the best spokeswomen when it comes to recruiting new members. Studies have shown people will get involved with an organization because someone they know personally asked them.

In fact, about 40 percent of those who fill out an Introduction Form said they heard about Soroptimist from someone they know: co-worker, friend, someone in their family.

*SIA Members keeping it in the family!*

*See who’s who on the next page.*

No one knows how personally beneficial membership in Soroptimist is better than current Soroptimist members. Take some time individually, or as a club, to think about why you value your membership. Use those ideas as talking points to share with friends and family when you are encouraging them to join your club.

Membership is everyone’s job. We are all sharing the responsibility to maintain strong and healthy clubs so we can help women and girls everywhere. People support what they help create—so if members are engaged in our mission, they will be dedicated to building the future of the club.

There is a simple way everyone can take ownership of membership. Some of the greatest untapped prospects are already in your circle. Review the following list of prospective members who can bring new energy, ideas and enthusiasm to Soroptimist. They are the people you already know—family, friends and acquaintances!

**Family:** Mothers, daughters, aunts, cousins, daughters-in-law, sisters, nieces, sisters-in-law, granddaughters, etc. The list can go on, especially in today’s world of non-traditional and extended family members.

**Friends:** You know who your friends are! Merriam-Webster defines a friend as a person who you like and enjoy being with, one attached to another by [affection](http://www.merriam-webster.com/dictionary/affection) or esteem, and a favored companion. They are your best buddies. The ones you call when you are happiest and the ones who hold your hand when you are saddest. You probably already have some great friends in your club—but remember, the more the merrier!

**Neighbors:** Your neighbors are part of your community and are likely invested in giving back through volunteering! You probably have a friendly relationship with them. Additionally, they’re great prospects to invite to a club event because you can offer them a ride at no inconvenience to yourself! And she’ll be more likely to agree to attend, knowing that she won’t have to walk in alone, not knowing anyone.

**Co-workers:** The people you work with can be part of the prospective member pool. If you are retired or you have former co-workers who are retired, you can still ask them to join Soroptimist—what a great way to stay in touch! Don’t forget vendors you may work with, part-time/seasonal workers, and contract employees.

**Award recipients:** Soroptimist awards are life-changing, and recipients often express an interest in remaining in contact with clubs. Keep the amazing women engaged by asking them to participate in club programs and events. If a former recipient is now in the financial position to do so, invite her to join your club. Better yet, consider gifting a year’s membership to a recent recipient as a graduation gift when she completes her education.

**Donors:** Add to your prospect list the names of donors and individuals who have supported club fundraisers or charity drives. If you hold silent auctions or raffles, collect the names and contact information of participants for future follow-up.

**Former members:** Review old rosters and select names of past members who might be interested in renewing their membership. Some Soroptimists terminate membership due to the time constraints of family or career. This may have been a temporary situation or can be addressed by decreasing volunteer time requirements in the club. Many of these women still believe in the Soroptimist mission, so don’t be shy about reconnecting with them.

**Local nonprofits or women’s groups:** Invite associates involved in other volunteer and women’s organizations to attend events so they have the opportunity to learn more about Soroptimist. Establishing partnerships with these groups and working together on projects is an effective way to reach the members of like-minded organizations who may also be interested in joining Soroptimist.

**Other contacts:** This includes anyone else in your circle such as volunteers who have helped with a club event or project, your neighbor’s daughter, people you work out with at the gym, a speaker who visited a club meeting, etc. The list is endless!

**Photos:**

Top: Julia Tellis, grandmother; Geneva Taylor, daughter; and Lauren Taylor, granddaughter.

Middle left: Michele Memmott, mom; Maggie Memmott Walsh, daughter

Middle right: Debra Dematteis-Miller, mom; Morgan Miller, daughter

Bottom left: Tana Elizondo, mom; Amory Elizondo, daughter; and Linda Carter, Tana’s sister and Amory’s aunt.

Bottom right: Karen Johnson, daughter; Cheri Fleming, past SIA President; Joanne Johnson, granddaughter; and Joan Cromer, grandmother.