

*Improving the lives of women and girls*

*through programs leading to social*

*and economic empowerment.*

## Soroptimist International of the Americas

**Prospective Members Checklist**

Soroptimist works hard to promote its programs, with the ultimate goal of helping to increase its membership ranks so that even more women and girls can receive the assistance they need. Is your club prepared to welcome prospective members? To provide information to those who wish to learn more? To invite interested women to participate in your club’s projects?

Following are some tips for engaging prospective members.

* **Respond in a timely manner.** We’ve all heard the phrase about striking while the iron is hot. Don’t miss the opportunity to engage a potential member or volunteer who is interested in joining your club NOW. Follow-up with emails and phone calls as soon as possible, and create a good “customer service” experience.
* **Obtain contact information.** Gather as much information as you can including name, address, phone number(s) and email.
* **Ask questions.** How did they hear about Soroptimist? Are they interested in joining the club? What women’s issues are they passionate about (trafficking, economic empowerment, etc.)? Do they want more information and/or to make a financial donation to the cause?
* **Direct them to SIA’s website.** Most likely, prospective members and other volunteers have access to the internet. Send them to SIA website – [**www.soroptimist.org**](http://www.soroptimist.org) and/or the following useful links:
* [**Who We Are**](http://www.soroptimist.org/whoweare/who-we-are.html)
* [**Our Programs**](http://www.soroptimist.org/whoweare/our-programs.html)
* [**Our Impact**](http://www.soroptimist.org/impact/our-impact.html)
* [**LiveYourDream.org**](http://www.liveyourdream.org)
* **Send prospects to SIA’s social media sites for immediate engagement.**  For all the latest Soroptimist news and conversation, prospective members and volunteers can follow Soroptimist on the following sites:

[facebook32](http://www.facebook.com/pages/Soroptimist-International-of-the-Americas/69575569890?v=info&viewas=556770770)[twitter32](http://twitter.com/soroptimist)[linkedin_32](http://www.linkedin.com/groupInvitation?gid=80766)[youtube32](http://www.youtube.com/siahq)

Remember, new members mean new ideas and new energy. It is critical to the long-term success for our organization – and the women we serve – that all clubs do their part to attract, engage and retain new members!