

Recruitment Tip: Engaging Prospects in SIA's Dream Programs

We know that prospective members are attracted to SIA's mission of providing women and girls access to the education and training they need to achieve economic empowerment. When recruiting members to your club, it is important to put our mission and our Dream Programs front and center to deliver on our brand through the member experience. By engaging a prospective member in the Live Your Dream Awards® or Dream It, Be It®, we offer her the opportunity to participate in our collective impact immediately.

Here are a few ideas you could use to engage prospective members in our Dream Programs.

Live Your Dream Awards:

- Invite your club's list of potential members to participate in the judging process for your club-level Live Your Dream Award. This will allow them to learn about the stories of the women we serve through this award program – and will show prospects the value of volunteering to support this population throughout the year by joining Soroptimist.
- Invite family, friends, and others who may be interested in club membership to your award dinner or ceremony to honor Live Your Dream Award recipients. This is an opportunity to meet face-to-face with the amazing women who receive recognition and funding through LYDA.
- After you meet a prospect, follow up by sending her a link to the videos featuring LYDA recipients like [Rochelle](#) and [Sara](#). This is a quick way to share more information about the program and create an emotional connection to our mission.

Dream It, Be It:

- Prior to your Dream It, Be It conference or session, gather as a group of club members and potential members to prepare packets of the materials to be distributed to the girls participating in the program.
- After your DIBI program, engage prospects to assist in reviewing the girls' evaluations and planning for next year. This is a great opportunity for them to read the inspirational comments your girl participants write about their experience.

These are just a few ways you can connect prospects immediately with our Dream Programs. Try one or try them all. This could be just the push prospects need to join your club as full-fledged members so that they can volunteer directly with LYDA and DIBI next year!