

Our Journey Continues

SIA's new membership
campaign revealed



Inspiring Dreams

49th SOROPTIMIST
INTERNATIONAL OF THE AMERICAS
Biennial Convention

Today's objectives

- ▶ Explain the key components.
- ▶ Understand resources available.
- ▶ Know how to get involved!

Our Goals

Grow and diversify	Attract, retain, and engage	Change
Grow and diversify our membership	Attract, retain, and engage mission-oriented members!	Change the lives of women and girls around the globe



100 years of SIA



If you don't know
where you're going,
any road will take you
there!



Incentives

Regions who hit their goals: drawing for \$1500 to use for recruitment and retention each biennium

Clubs who hit their goals/help charter a new club: drawing for \$1000 to use for recruitment and retention for biennium



Awards



**Start Your
Engines**



**Staging a
Comeback**



**Crossing the
Finish Line
Strong**



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Join us!

- ▶ Webinar for all members:
September 12. Spread
the word!



Strategies



Win Back



Member-get-a-Member



**New member
recruitment**



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Reasons for Leaving



Civility Issues

Code of Conduct
process and ask for help
from leaders

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Lack of Time

Consider hybrid
meetings and offer
flexible/short-term
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Consider sponsorships,
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Mission Disconnect

Ensure your club is
focused on women and
girls and doing at least
one Dream Program

Power of personal referral

Be the cheerleader for Soroptimist!



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Individual Incentives

- Members who recruit any new members receive a discount to the SIA store!
- Members who recruit > two new members will be entered into a drawing for a \$250 gift card to the SIA store with one drawing each biennium.
- In the Driver's Seat Award given to the member who recruits the largest number of new members each biennium



General New Member Recruitment

- Help a new club to charter
- Consider flexible models or online models of engagement



Mission-aligned members

- Colleges, including targeting older students and staff
- Workplaces, especially nonprofits that you partner with
- Women's professional networks and events
- Community fairs or volunteer fairs



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Other Ways to Engage



**Micro-
engagements**



Mentoring



Check In



Q & A

Discussion Questions

- How can YOU help get your region and club excited?
- 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?

