



SOROPTIMIST  
Best for Women®

# SIA CLUB ROADMAP *for*

★ SUCCESS IN 2015-2016 ★

SIA's Strategic Plan guides the work and focus of our organization. It defines how we work toward our vision of a world where women and girls have the resources and opportunities to reach their full potential.

Our federation's 10-15 year big goal is to increase our collective impact, which means members, clubs, regions, board and staff:

- strengthen our organization (**increased**)
- by working together, (**collective**)
- providing women and girls with access to education and training to make a sustainable and measurable difference in their lives. (**impact**)

Clubs should understand their role in achieving our big goal, and are asked to do the following in support of our collective efforts:



## Program

- ♥ Participate in our Live Your Dream: Education and Training Awards for Women (formerly the Women's Opportunity Awards).
- ♥ Increase the impact for your local recipients of our Live Your Dream Awards by providing support beyond a cash award.
- ♥ Include Live Your Dream at-large applications in your club-level judging.
- ♥ Participate in Dream It, Be It: Career Support for Girls.
- ♥ Examine existing club projects to ensure they are in line with our mission to improve the lives of women and girls through programs leading to social and economic empowerment.



## Fundraising

- ♥ Make SIA your cause of choice to generate federation-wide impact.
- ♥ Contribute at least 10 percent of funds raised locally to Club Giving in support of our federation programs.
- ♥ Donate Founders Pennies for every member in support of our federation programs.
- ♥ Support SIA's corporate sponsorship program by engaging with official sponsors and partners, and recommending potential sponsors and partners.



## Membership

- ♥ Participate in the SIA MemberSHIP Campaign.
- ♥ Start up new clubs.
- ♥ Create a happy and healthy club experience.
- ♥ Use your SIA-created club email address.
- ♥ Attend at least one region event a year.
- ♥ Provide personal email addresses to SIA headquarters.



## Public Awareness

- ♥ Join and promote LiveYourDream.org both within and outside of our federation.
- ♥ Promote the Soroptimist Dream Programs and other mission-focused projects.
- ♥ Follow our federation's collective efforts on social media sites.
- ♥ Use our federation's brand identity guidelines, including using the SIA logo on all materials.