

SIA Club Roadmap

For Success in 2021-2022



SIA's clubs are committed to providing an engaging and meaningful, mission-based experience. But, of course, our members are busy women. And serving women and girls who face obstacles such as poverty, violence and teen pregnancy—locally and throughout the world—can be a tall order.

To make it easier to accomplish our organization's goals we have developed this simple club road map for your use. In order to provide a positive club experience while helping to build our recognition and work towards our Big Goal of investing in the dreams of half a million women and girls through access to education, clubs are asked to do these five things:

1

PROGRAMS

Help us reach our 2021-2031 Big Goal by serving more women and girls through Live Your Dream Awards, Dream It, Be It and Big Goal Accelerator Projects.

2

MEMBERSHIP

Grow and retain members by creating an enjoyable and civil member experience.

3

PUBLIC AWARENESS

Gain greater recognition by promoting your club's impact through our Dream Programs.

4

FUNDRAISING

Increase funds raised to support our brand unifying Dream Programs.

5

FUTURE

Plan how your club will support and contribute to our 2021-2031 Big Goal: *Invest in the dreams of half a million women and girls through access to education.*

That's it! If your club does these five simple things, we guarantee you will be providing a superior member experience, fulfilling our mission, and strengthening Sorooptimist's global brand.

For more ideas on how to accomplish the five strategies on this roadmap, please consult the following resources:

- [Sorooptimist.org/for-clubs-and-members/program-resources/index.html](https://sorooptimist.org/for-clubs-and-members/program-resources/index.html)
- [Sorooptimist.org/for-clubs-and-members/for-clubs/index.html](https://sorooptimist.org/for-clubs-and-members/for-clubs/index.html)
- [Sorooptimist.org/for-clubs-and-members/federation-information/recognition-and-branding-tools/index.html](https://sorooptimist.org/for-clubs-and-members/federation-information/recognition-and-branding-tools/index.html)
- [Sorooptimist.org/for-clubs-and-members/donate/index.html](https://sorooptimist.org/for-clubs-and-members/donate/index.html)
- [Sorooptimist.org/for-clubs-and-members/federation-information/sias-big-goal/index.html](https://sorooptimist.org/for-clubs-and-members/federation-information/sias-big-goal/index.html)



OPENING DOORS TO A BRIGHT FUTURE

SI PRESIDENTS APPEAL 2021 - 2023



Soroptimist International News - Embargoed 1 October 2021

“Opening Doors to a Bright Future”, is the Soroptimist International (SI) President’s Appeal, 2021-2023, officially launching 1 October 2021. Headed by SI President-Elect Maureen Maguire, who takes up her role as President in January 2022, the Appeal, now part of the broader, recently established Soroptimist International Foundation (*), springs from the learnings and success of many of the SI Appeals that have gone before; uniting Soroptimists, Clubs, Unions and the five Federations, with the aim of delivering tangible benefits to some of the world’s most marginalised women, girls, and their communities. With plans to establish Appeal projects in each of the five Soroptimist Federations, the launch project will take place within the Federation of the South West Pacific, in the South East Asia Nation of Cambodia.

Building on a tangible thread running through the very heart of Soroptimist work, *“Opening Doors to a Bright Future”* will cement the Soroptimist belief and commitment to Education throughout the life-course, and its immense power and fundamental role as a driver for sustainable development, peace, and equality. Investing in girls’ education brings high rewards, breaking cycles of poverty and aiding economic growth. Education empowers women, girls, and their communities, delivering skills and knowledge, whilst increasing confidence. Enabling women and girls to make informed decisions affecting their future wellbeing, health, participation, and quality of life.

President-Elect Maureen explains: “Education is the tool to tackle multiple barriers faced by women and girls today. Prior to the onset of the COVID-19 pandemic, progress was visible in the delivery of quality education around the world, however, the past 17 months, has taken a toll, with UNICEF estimating 156 million children and young people are out of school. Of these, six out of 10 have no access to basic literacy and numeracy.

Estimates further suggest 750 million adults are illiterate, with many living in poverty, facing marginalisation, and disadvantage. Inequitable access to educational resources and learning is exacerbated by the digital divide, and as such, opening the door to education is an essential goal in each of our Appeal projects. This criterion will allow us to meet our proposed, measurable objectives, driving real change and lasting impact to families, and the local and broader communities where we work”.

Objectives

Provide access to education in all its forms for disadvantaged and marginalised women and girls.

Provide education to women and girls in a safe, friendly, and stimulating environment where there is equality of opportunity and support for all.

Develop mentoring programmes that encourage confidence, self-esteem and increase the participation of women and girls in society and in decision-making.
Increase access to information, educational resources, and services, to empower women and girls to make informed life-choices.

How to support Opening Doors to a Bright Future

Share the Social Media Resources for Opening Doors to a Bright Future through your own channels and at Club, Region, Union or any further upcoming events and meetings. Available on the SIHQ Trello Board at: <https://trello.com/b/212lu4Jl/social-media-resources>

Plan a fundraiser to raise funds and drive awareness of the power of Education.

Share the stories that will be available on the Soroptimist International website as and when available on the projects taking place initially in Cambodia, and the subsequent projects to be established around the world. (Visit www.soroptimistinternational.org/openingdoors - will be live 1 October 2021).

Purchase the Soroptimist International Opening Doors to a Bright Future pin, which will be available from 10 December 2021 (contact to be confirmed 10 December)

Get in touch with us with your thoughts, questions, fundraising photographs, or video clips we would love to see and hear your stories! Email the SI Presidents Appeal team <mailto:president.appeal@soroptimistinternational.org>

Thank you for your commitment to driving change as we enter our next century of work as Soroptimists. With your support we can *Open Doors to a Bright Future for women and girls* across the globe.

#SIOpeningDoors #LeaveNoOneBehind #QualityEducation #LearningNeverStops
#EducationForAll #RightToEducation

ENDS



Soroptimist is a global volunteer organization that provides women and girls with access to the education and training they need to achieve economic empowerment.

SOROPTIMIST INTERNATIONAL OF THE AMERICAS, INC.®

What Counts for the 2021-2031 Big Goal: Invest in the Dreams of Half a Million Women and Girls

Big Goal Accelerator Projects

Club and region work that increases access to education for women and girls facing obstacles and leads to economic empowerment will count towards our next Big Goal! Clubs and regions wanted their local work to count, and now it will! Starting in 2021, SIA will begin collecting information from clubs and regions about their work outside of the Dream Programs that contributes to our 2021-2031 Big Goal. These projects will be called Big Goal Accelerator Projects. It is important to note that *not all* club and region projects will count toward the next Big Goal.

Big Goal Accelerator Project Eligibility

What criteria must projects meet to be eligible?

To be eligible, club and region work must meet **all four** of the following criteria:

1. Work only with women and/or girls who are facing obstacles
2. Provide access to education
3. Ultimately lead to economic empowerment
4. Be reported to SIA through the official reporting link

What kinds of projects are **not** eligible?

Projects that focus on raising awareness, beautification of space, sharing information/applications, or general social empowerment would not be eligible, even if they focus on our target population of women and girls facing obstacles. Dream Programs work also should not be reported as Big Goal Accelerator Projects since we have existing reporting processes for those programs.

What do we mean by “obstacles?”

These are some examples of the obstacles that can make accessing education more difficult for a woman or girl:

- Poverty
- Violence
- Racism
- Teen pregnancy
- Being a foster care youth
- Trafficking
- Single parenting
- Substance abuse disorder

What are some examples of projects that increase access to education for our target population of women and girls facing obstacles?

- Scholarships/awards (for college, technical/vocational school, advanced degrees)
- Removing obstacles (providing necessary items for education like computers, internet, transportation; paying fees for college-preparation exams, college applications, entrance exams, or professional licensure)
- Classes (focused on job training, skills training, applying for financial aid/college, computer training, career mentorship)

Should clubs report the same woman or girl who has received multiple education-increasing services from our club? For example, should we report a Live Your Dream Award recipient for her award AND as a woman who participated in a job training class if she did both?

In short, no. Clubs should do their best to report women and girls as individuals served and not “double count” them if they participated in multiple club offerings. This will give us a more accurate count of the actual number of women and girls we collectively serve.

What type of information do we need to report?

- Club/region name
- Type of project
- Target population (women, girls, or both)
- Obstacles faced
- Number of women and/or girls who benefitted

Examples of Eligible Projects

Below are some specific examples to help clubs and regions understand the eligibility parameters. Please note that these are not exhaustive and are intended to help illustrate the eligibility parameters more clearly.

Would be Counted towards Big Goal	Would NOT be Counted towards Big Goal
Scholarships for girls facing obstacles go to college/technical school	Scholarships for girls go to college that don't consider obstacles in the award process
Scholarships or educational awards for women who face obstacles to access education (but who are not eligible for Live Your Dream Award)	Scholarships or educational awards for women or girls based on only on academic performance
Job training classes for women facing obstacles.	Providing classes that don't focus on skills for education/employment (such as self-defense, etiquette, trafficking awareness)
Paying for testing fees for educational exams, application fees for college, or professional licensures for women or girls facing obstacles	Awareness raising of local scholarship funds
Classes to assist girls or women facing obstacles with applying for financial aid	Sharing calendars with girls or women facing obstacles to remind them of application deadlines for financial aid
Hosting computer training classes for women who have experienced trafficking or other gendered violence	Community education on trafficking or other forms of violence against women.
Helping women in a shelter apply for college or vocational school	Sharing applications for college or vocational school with women in a shelter
Providing low-income women attending college with a laptop to do schoolwork	Providing laptops to high school girls and boys for doing the most community service

Do you have a specific project that you aren't sure is eligible? Email program@soroptimist.org and we will advise.

BIG GOAL ACCELERATOR PROJECTS



Big Goal Accelerator Exercise

Be sure that your Big Goal Accelerator Projects are eligible. If your project isn't eligible, consider changing it slightly so that it is eligible.

From the examples below, look at the scenario and as a team discuss how you could turn one or two of these into a Big Goal Accelerator Project. List the steps you would take to make it eligible. Don't forget the final step for reporting it to SIA.

1. Your club assists with painting and maintenance of a youth facility. How can this project be modified to qualify for the Big Goal (hint – involvement of the youth, adults and administration).
2. Your club attends a high school workshop for girls to learn how to prepare for successful job interviews. Topics include proper dress, makeup, confidence, questions to ask. How may this event be modified to qualify?
3. You want to help your Live Your Dream runner-up. What can you do to turn this into a Big Goal Accelerator Project?
4. Your club gives scholarships to high school girls to attend college. The winners are based on GPA and the impression the student makes at the interview. How may this be modified to qualify?
5. Create your own club project you feel will encompass all the qualifications for a Big Goal Accelerator Project.

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Committee Sign-Ups

FOUNDER REGION IS LOOKING FOR MEMBERS TO SERVE ON REGION COMMITTEES IN **2022-2024.**

Please complete this form indicating the committee you are willing to serve on and return to Governor-elect Vicki Ham, or send by email to vickiham01@gmail.com.

Committee descriptions are found on the back. More information about committees and responsibilities can be found on the "Resources" page of the Founder Region website: www.si-founderregion.org, or in the Founder Region roster. **Be a part of this exciting biennium!**

Pillar of Success Committees:

Program:

- ☐ Live Your Dream
- ☐ Dream It, Be It
- ☐ Violet Richardson
- ☐ Celebrating Success

☐ Public Awareness

☐ Fundraising

*Join a
committee*



Region Specific Committees:

☐ "S" Club

☐ Legislative Advocacy

☐ Redwood Memorial Grove

☐ Financial Review

☐ Laws & Resolutions

☐ Committee Chair

NAME: _____

CLUB: _____

ADDRESS: _____ CITY: _____

STATE/TERRITORY: _____ ZIP: _____

CELL PHONE: _____ HOME PHONE: _____

EMAIL: _____

Return to Governor-elect Vicki Ham: 22970 Davis Ln., Willits, CA 95490 or email to vickiham01@gmail.com

Founder Region Committee Descriptions

Live Your Dream Awards - This committee requires a chair and representatives from each district who are responsible for planning, coordinating and administering the award at district and region levels. Committee members also serve as a resource for club members.

Dream It, Be It: Career Support for Girls will help girls grow up to be strong, successful, happy adults. The committee requires a chair and representatives from each district who are responsible to encourage clubs to participate in the program.

Soroptimists Celebrating Success Awards - Chairperson collects entries from clubs in each of the four pillar categories - Program, Membership, Public Awareness and Fundraising. Chair will arrange a panel of judges to select region-level recipients, and submit those for federation-level consideration.

Violet Richardson - This committee requires representatives from each district who are responsible for coordinating and administering the judging for the award at district level for presentation at Region Conference.

Membership - A committee of at least one member from each district which serves as a resource for clubs needing assistance with recruitment and retention; acting under the direction of the Region Board in cooperation with Federation for extension, formation, orientation and nurturing of new clubs in the Region.

Fundraising - A committee consisting of a chair and representatives from each district who are responsible for overseeing the SIA/Region Program Fundraiser conducted at our annual conference.

Public Awareness - A committee of at least three members who assist clubs to increase the visibility of the organization and help to promote the awareness of Soroptimist within the Region. The chair works closely with Federation to develop and implement the necessary resources and strategies to meet public awareness goals.

"S" Club - a committee consisting of a chair and interested members. The chair coordinates the region activities of "S" Clubs at the direction of the governor.

Law and Resolutions - reviews current club bylaws to ensure compliance with region and federation bylaws and procedures. Chair confers with the governor as to proposed amendments and resolutions, and, working in conjunction with the Parliamentarian, previews and presents amendments to the region bylaws at the annual business meeting of the region.

Legislative Advocacy - coordinates the accumulation and dissemination of information of topics of interest related to our mission and established programs. Works with the governor on a program for Region Conference.

Redwood Memorial Grove - Coordinates the Memorial Grove Service annually on the second Sunday in June.

Financial Review Committee - A committee consisting of three Founder Region Soroptimist members who have at least two years of experience as an accountant or bookkeeper, and have served at least two years as a club or region treasurer. The committee shall be responsible for conducting the financial review of the Treasurer's Books at the end of each biennium.

Generational Differences and Common Grounds
Golden West Region Conference Workshop Handout
May 2021

Which generation are you based on when you were born? (Refer to second page of handout for details.)

Which generation do you most identify with based on the general characteristics?

What do you want other generations to know and understand about you?

Share times when you feel you are not being SEEN, HEARD or UNDERSTOOD because of your generation or others ways that members may be identifying you.

What can you do to help everyone meet in the middle and move towards compromise?
In others words where are you willing to bend and be flexible?

Characteristics of the four generations

Traditionalists – born between 1900-1945

- Hardworking
- Loyal
- Submissive
- Tech-Challenged
- Traditional

Boomers – born between 1946-1964

- *Work centric*
- *Independent*
- *Goal oriented*
- *Competitive*

Gen X – born between 1965-1980

- *Individualistic*
- *Technologically adept*
- *Flexible*
- *Value work/life balance*

Millennials – born between 1981-1999

- Tech-savvy
- Family centric
- Achievement-oriented
- Team-oriented
- Attention craving



During this pandemic,
the burden of essential work falls unevenly on women, including 70% of healthcare workers globally.*

SEE HOW YOU CAN HELP
CONNECT WITH A LOCAL SOROPTIMIST CLUB

Soroptimist is a global volunteer organization that provides women and girls with access to the education and training they need to achieve economic empowerment.



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*SOURCE: <https://apnews.com/029ea874dc964697358016d3628429fa>



Over **1.5 billion students** have had their education disrupted due to the pandemic.*


Our **Dream Programs** can provide social and educational support in uncertain times.

CONTACT YOUR LOCAL SOROPTIMIST CLUB TO OFFER SUPPORT

Soroptimist is a global volunteer organization that provides women and girls with access to the education and training they need to achieve economic empowerment.

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*SOURCE: <https://en.unesco.org/covid19/educationresponse>



Nearly 60% of those who lost their job due to the virus are women.*

They now face the pandemic without health insurance or financial security.

LEARN MORE + GET INVOLVED

Soroptimist is a global volunteer organization that provides women and girls with access to the education and training they need to achieve economic empowerment.

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*SOURCE: <https://lwpr.org/publications/women-lost-more-jobs-than-men-in-almost-all-sectors-of-the-economy>



Violence against women and girls is on the rise due to the pandemic.*

Education can put them on a path to a safe, independent life.

DONATE TODAY TO HELP

Soroptimist is a global volunteer organization that provides women and girls with access to the education and training they need to achieve economic empowerment.

SOROPTIMIST*
Investing in Dreams

*SOURCE: <https://data.unwomen.org/resources/covid-19-emerging-gender-data-and-why-it-matters#vaw>

Facebook Posting Activity

Please review the copy of some infographics found on the SIA website. When you make a post, you have the upper part (Post)- then the bottom part where you have attached a picture.

Brainstorm as a group what post you could write for each infographic. Remember- the picture will be the most important part that people will read- but what is something that you could apply to all such posts?

Length of a post for maximum engagement: shorter posts usually receive more likes, comments, and shares on Facebook. People like when a message makes its point quickly and concisely. Several studies have found that Facebook statuses of around 40-80 characters perform best (or as close as you can get) People want short and informative posts- it is challenging. You are letting the picture do the talking. However, in my opinion 80 is really short- I think people will read a little more than that.

Example:

Soroptimist Int. of Boston is helping women and girls through our dream programs. You can help! (80)



SI/Boston would be shorter- however many people don't know what that is and if your post is being shared you are not getting the Soroptimist name out there. You can see how carefully you have to choose your words and edit for the most impact. While this is best practices there are deferring opinions, such as up to 150 characters- but you can see that longer posts do not receive as much engagement. (328)

Review the infographics in this packet and write some posts together .

<https://www.soroptimist.org/for-clubs-and-members/digital-toolkit/awareness/index.html>

Facebook has a scheduling tool- You can schedule your posts to be published when you want.

Be sure your Instagram page is connected to the club Facebook page : If you are unsure of how to connect your accounts please contact Public Awareness Chair, Jackie De Vries- soroptimistjdv@gmail.com

It is generally recommended to **post 1 time per day, and no more than 2 times per day.**



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DREAM BIG CAMPAIGN PLEDGE FORM

Yes! I/We wish to make a gift to the Dream Big campaign in support of its goals.

Name(s): _____ Member ID: _____
Corporation (if applicable): _____ Title (if applicable): _____
Address: _____
City: _____ State: _____ Zip Code: _____
Region: _____ Country: _____
Home Phone: _____ Mobile Phone: _____ Email Address: _____

Pledge: I pledge the following gift to SIA: \$ _____. This pledge is designated towards the Dream Big campaign and will be applied to advance capacity building initiatives.

Payments: This is an irrevocable pledge paid to SIA as a ☐ yearly / ☐ quarterly / ☐ monthly gift of \$ _____ over a period of _____ ☐ years / ☐ quarters / ☐ months. Payment in support of this pledge will begin _____ (month) _____ (year) and end in _____ (month) _____ (year).

_____ Donor wishes to remain Anonymous

_____ Matching Gift: Gift may be matched by _____
Company/Family/Foundation

_____ Recognition: Your name(s) as you would like it to appear on donor recognition materials:

The total amount of this pledge will be credited for Laurel Society recognition.

ACCEPTED AND AGREED:

DONOR

SOROPTIMIST INTERNATIONAL OF THE AMERICAS, INC.

Signature: _____

By: _____

Print Name: _____

Erica Cheslock, Director of Donor Relations

Date: ____/____/____

Date: ____/____/____

Please return one original, signed copy to:

Erica Cheslock, Director of Donor Relations

Soroptimist International of the Americas

1709 Spruce Street

Philadelphia, PA 19103

erica@soroptimist.org

215-893-9000 x 143

Fax: 215-893-5200

Soroptimist International of the Americas, Inc. is a 501(c)(3) charitable organization – EIN#23-2154856. Your gift is very much appreciated and fully deductible as a charitable contribution. A copy of our latest financial report may be obtained by writing to Soroptimist International of the Americas, Inc., 1709 Spruce Street, Philadelphia, PA 19103 or by calling 215-893-9000. If you are a resident of the following states, you may obtain information directly by contacting:

In FLORIDA: A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING 1-800-435-7352, TOLL-FREE WITHIN THE STATE. Our Florida registration number is: CH15420. Maryland: Copies of documents and information submitted by Soroptimist International of the Americas, Inc. are available for the cost of copies and postage from the Secretary of State, Statehouse, Annapolis, MD 21401, 1-410-974-5534. Mississippi: The official registration and financial information of Soroptimist International of the Americas, Inc. may be obtained from the Mississippi Secretary of State's office by calling 1-888-236-6167. New Jersey: INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING (973) 504-6215 AND IS AVAILABLE ON THE INTERNET AT <http://www.njconsumeraffairs.gov/charities>. Nevada: Soroptimist International of the Americas, Inc., a charitable nonprofit formed in Philadelphia, PA, solicits charitable contributions for the purpose of improving the lives of women and girls, donations to which are tax deductible to the fullest extent allowed by law. New York: New York residents may obtain a copy of Soroptimist International of the Americas, Inc. annual report by writing to the Office of the Attorney General, Department of Law, Charities Bureau, 120 Broadway, New York, NY 10271. North Carolina: Financial information about Soroptimist International of the Americas, Inc. and a copy of its license are available from the State Solicitation Licensing Branch at (888) 830-4989. Pennsylvania: The official registration and financial information of Soroptimist International of the Americas, Inc. may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Virginia: A financial statement for the most recent fiscal year is available upon request from the State Division of Consumer Affairs, P.O. Box 1163, Richmond, VA 23209; 1-804-786-1343. Washington: You may obtain additional financial disclosure information by contacting the Secretary of State at 1-800-332-GIVE. West Virginia: West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capitol, Charleston, WV 25305. Wisconsin: A financial statement of the charitable organization disclosing assets, liabilities, fund balances, revenue, and expenses for the preceding fiscal year will be provided to any person upon request.

**REGISTRATION WITH A STATE AGENCY DOES NOT CONSTITUTE OR IMPLY
ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THAT STATE.**