

Soroptimist International of the Americas



Strategies for a
Successful
2021-2022 Club Year



Strategies for a Successful 2021-2022 Club Year



You've been part of the ideation, development, and refining of our 2021-2031 Big Goal and now it's finally here! In the next decade, we will invest in the dreams of half a million women and girls through access to education.

What do we mean by education?



Let's begin by clarifying what we mean by education. Lots of programs and awareness raising events may be educational or helpful, but they may not qualify as education. We do not mean projects that raise awareness generally about an issue, or that generally empower women and girls.

When we say education, we mean: providing access to formal schooling, knowledge, information and resources to the women and girls we reach that will help them to achieve economic empowerment. In order for projects to count towards our Big Goal, they must be increasing access to this kind of education.



The core of our program work is and will continue to be our Dream Programs: Dream It, Be It and the Live Your Dream Awards. These programs are award-winning and have years of strong outcomes to demonstrate the sustainable impact that they have on the lives of women and girls.

Big Goal Accelerator Projects



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Big Goal Accelerator Projects will also count towards the Big Goal—these are other club and region projects that increase access to education for women and girls facing obstacles, but that are not the Dream Programs. These are Soroptimist-driven projects that clubs have been proud to deliver in their communities, and we are proud to count the women and girls that they assist towards the Big Goal.

It is important to note that not all club and region projects will be eligible as Big Goal Accelerator Projects.

Big Goal Club Work

Big Goal club work must:

- Work only with women and girls facing obstacles
- Provide access to education
- Lead to economic empowerment
- Be a Soroptimist-managed project
- Be reported through the official reporting link



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To be eligible and contribute to the Big Goal, club work must meet all of the following criteria:

- Work only with women and/or girls who are facing obstacles
- Provide access to education
- Ultimately lead to economic empowerment
- Be a Soroptimist managed project
- Be reported to SIA through the official reporting link

Some examples of projects that increase access to education for our target population of women and girls facing obstacles are:

- Scholarships/awards (for college, technical/vocational school, certificates, 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)

BIG GOAL ACCELERATOR PROJECTS



Before starting, make sure your project meets all three eligibility criteria below.

This report is for projects completed between [July 1st, 2021](#) and [June 30th, 2022](#). Any projects outside of this time frame will not be counted.

Our project... (select all that apply) *

- ☐ 1. Works only with women and/or girls who are facing obstacles.
- ☐ 2. Provides access to education.
- ☐ 3. Ultimately leads to economic empowerment.

Next



In order to reach our Big Goal, we all need to invest more time and resources into our Dream Programs and Big Goal eligible projects. AND we need to increase the number of women and girls we're serving! How can we do that?

Partnerships are key to reaching more women and girls through the Dream Programs and Big Goal Accelerator Projects—it spreads the word about your program, class, or award, and helps build a recruitment network. Guidance counselors, college counselors, social workers, and advisors may be especially useful in getting your scholarship information in the right hands, or appropriate participants included in your class. Make a personal connection with the right person and emphasize how your club will benefit their organization.

Increasing Impact of *Dream It, Be It*



Invite girls to bring a friend or offer a small raffle!

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Offer an incentive to girls to bring a friend to your Dream It, Be It project or a class your club is offering! Attendees may know additional women or girls who would enjoy your club's offerings, and offering some sort of incentive like a small gift card or a raffle ticket for a desirable item could encourage them to bring a guest, increasing your club's impact.

Increasing Impact of the *Live Your Dream Awards*



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Previous Live Your Dream Award recipients can help recruit new applicants, by sharing the application information with their network or by starring in your club's recruitment video! We know applicants may feel like the award isn't right for them, and hearing from another woman similar to them can be very powerful to encourage them to apply.

Increasing Impact of the *Live Your Dream Awards*



Apply for the *Live Your Dream Award*

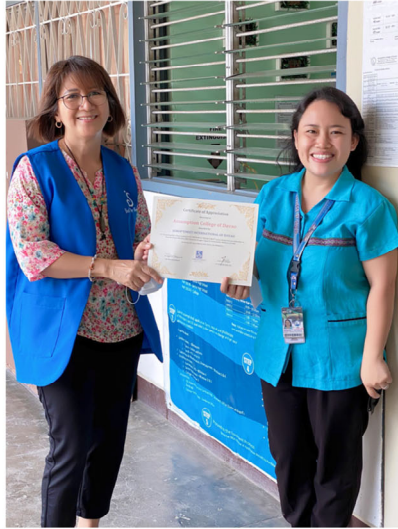
The *Live Your Dream Awards* offers three levels of cash awards. Eligible applicants can submit their application between August 1 - November 15. Ultimately, a *Live Your Dream Awards* finalist has the potential receive up to \$15,000 to help offset tuition costs, purchase books, get transportation, or find reliable childcare so she can worry less about how to pay her bills and focus on reaching her dreams.

Before starting your application, make sure you are eligible. You are eligible to apply if you are a woman who:

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If your club has the funding to distribute multiple awards but not sufficient applications, accept applications from outside your immediate area. Your region chair can coordinate this with you. You also can reach out to SIA for additional applications from women who live more than 70 miles from the nearest club (North American clubs only). These deserving women should have the opportunity to have their applications judged, and you can show your dedication to the Soroptimist global mission by expanding your awards program outside your immediate area.

Increasing Impact of the *Live Your Dream Awards*



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Consider breaking one large club level award into more smaller awards so you can spread the program's benefit further. Of course, these awards should still be a meaningful amount to help the woman access education and be sure to consider your local cost of living as you do this. But if your club is currently giving one \$5,000 award, perhaps you could do one \$3,000 award and two \$1,000 awards to triple your impact.

Let's take the example of SI/Eureka

In 2020 the club gave 2 LYD awards at \$2,000 each

In 2021, in order to increase the number of women helped, they gave 4 awards at \$1,000 each

They helped women outside of their geographic area – 1 from Eureka, 1 from Fort Bragg, 1 from Crescent City, and 1 from Hawaii

Therefore, the impact was more women helped increasing our impact toward the Big Goal

We're not asking for you to break up a one thousand dollar award, but those awards that are \$2,000 or greater can be spread over several applicants for more impact.

Increasing Impact of the *Live Your Dream Awards*



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Help women with their Live Your Dream Award applications—some women may find the application intimidating, and with encouragement and support from your club, you can help them complete it. You may find an amazing recipient this way! We have many tips on hosting application workshops in the club toolkit.

Hosting Virtual Projects




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Go virtual! This last year has shown us a variety of ways to engage differently, and many of those virtual methods of engagement are more accessible to women and girls with multiple demands on their time. Consider hosting virtual workshops or trainings and continue to be creative about the ways that you can increase access to education.

Big Goal Eligibility


BIG GOAL ACCELERATOR PROJECTS




Before starting, make sure your project meets all three eligibility criteria below.

Our project... (select all that apply) *

- ☐ 1. Works only with women and/or girls who are facing obstacles.
- ☐ 2. Provides access to education.
- ☐ 3. Ultimately leads to economic empowerment.



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Be sure that your Big Goal Accelerator Projects are eligible—if you're not sure, reach out to SIA headquarters to confirm. If your project isn't eligible, considering if you could change it slightly so that it is eligible. For example, if your club currently has a scholarship given to girls based on their grades and community service hours, you could add financial need as a criteria for the award and it would be Big Goal eligible!



If you're concerned about having the funds to deliver a Big Goal eligible project, I've got good news: Soroptimist Club Grants are back, and they can support your club's Big Goal work! The new Soroptimist Club Grant application will be on the SIA website in September 2021, and applications will be due March 1st, 2022 for projects delivered in the 22/23 club year. That means plenty of time to plan!



The updated Soroptimist Club Grants for Education and Empowerment have a lot of similarities with the previous program, but with one big change: clubs can only apply for funding that will be used for projects that contribute to the Big Goal, such as Dream Programs projects and Big Goal Accelerator Projects. Just as in the past, only clubs can apply for these grants and your projects must be Soroptimist-driven. Partnerships are welcome but grants cannot be pass-through donations or programs delivered under another organization's brand.

The application is **online only**—SIA will not accept mailed, emailed, printed, faxed PDFs. A copy of the questions will be available on the website so you can plan your application but please be aware you can only apply through the online application form.

If you have any questions about Club Grants, email

program@soroptimist.org.



The Soroptimist.org website has lots of program resources as well—reading through the Program Toolkits can give you great ideas for how to recruit additional applicants or expand your Dream It, Be It program reach.

Your SIA program staff are also here to help you—don't hesitate to reach out if we can be a resource!



Together, we can do this! Reaching half a million women and girls requires we work in a different way than we have in the past, both with how we reach women and girls and also raising funds to ensure we have the capacity to reach our 2021-2031 Big Goal to invest in the dreams of half a million women and girls through access to education.

(OPTIONAL: We have some discussion questions. I'd like to encourage you to partner with someone nearby to discuss these and share best practices with each other!)

Discussion Questions:

1. Does your club have any Big Goal Accelerator eligible projects? Or do you have projects that could be tweaked slightly to be eligible for the Big Goal? What are they? How can they be changed to be Big Goal eligible?
2. What are some ideas you have for how your club can serve more women and girls through the Dream Programs? Did any tips you heard today give you an idea that you plan to take back to your club?
3. Are there any roadblocks that are preventing you from doing *Dream It, Be It* or the *Live Your Dream Awards*? What are they? Does anyone have ideas on how you can move past them?
4. Would a Soroptimist Club Grant assist your club in delivering the Dream Programs or expanding your reach?
5. Has your club had success in increasing the number of women and girls you reach through the Dream Programs? How did you achieve that?

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Optional discussion questions

- Does your club have any Big Goal Accelerator eligible projects? Or do you have projects that could be tweaked slightly to be eligible for the Big Goal? What are they? How can they be changed to be Big Goal eligible?
- What are some ideas you have for how your club can serve more women and girls through the Dream Programs? Did any tips you heard today give you an idea that you plan to take back to your club?
- Are there any roadblocks that are preventing you from doing *Dream It, Be It* or the *Live Your Dream Awards*? What are they? Does anyone have ideas on how you can move past them?
- Would a Soroptimist Club Grant assist your club in delivering the Dream Programs or expanding your reach?
- Has your club had success in increasing the number of women and girls you reach through the Dream Programs? How did you achieve that?

Big Goal Activity

**GROUP
ACTIVITY**
Let's add to the Big Goal

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Region Committees

**2022-2024
Biennium**

Want to join a committee?

Contact Governor-elect Vicki

Email vickiham01@gmail.com

Phone: 510-303-6167

*Join our
Committee*



Region Committees

2022-2024 Biennium

Founder Region Committees

- Dream It, Be It
- Financial Review
- Fundraising Pillar
- Laws & Resolutions
- Legislative Advocacy
- Live Your Dream
- Membership Pillar
- Public Awareness
- "S" Club
- Soroptimists Celebrating Success
- Violet Richardson Award