



Thank you. As you know, I am Elise Balgley, Founder Region Fundraising Pillar Chair. I would like to introduce and acknowledge the members of the Fundraising Committee- District 1 Fundraising Committee member is Karen Jameson, District 2 Fundraising Committee member is Kathy Hahn ; Lillian Meyers is the member from District 3; Andrea Boldt 4 is the member from District 4; and Malia Lau is the member from District 5.

This section is called "Fundraising". That term may sound a bit harsh and scary and like we are going to be out pick-pocketing people. Let's look at it as "philanthropy"-a charitable action".

During our discussion about philanthropy, I'd like to focus on four core areas:

1. Our upcoming 2021-2022 Initiatives
2. Current and upcoming resources and support for Clubs
3. Looking outside our clubs and members
4. The importance of supporting our Global Impact

CELEBRATE!

- 100th Anniversary
- 50th Anniversary of the Live Your Dream Awards
- Launch of the Dream Big Campaign



2021-2031 Big Goal

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2021 is an exciting year for Soroptimist!

We are celebrating our:

100th Anniversary

50th Anniversary of the Live Your Dream Awards

Launch of the Dream Big Campaign

And it is the start of our 2021-2031 Big Goal - investing in the dreams of a half million women and girls through access to education.



2021-2031 Big Goal

Soroptimist International of the Americas

As we kickoff our Big Goal, what will it take for success?

Teamwork – our members are so dedicated to our mission – across our federation. When we are working together, collaborating, communicating, and supporting each other – it will most effectively support our positive outcomes.

Serve more women and girls through our Dream Programs – this means distributing more Live Your Dream Awards and helping more girls through our Dream It, Be It program.

And collectively raise the funds necessary to reach our *2021-2031 Big Goal: Invest in the Dreams of Half a Million Women and Girls.*

Together, we can ensure the organization has the resources it needs to fund our impact today and in the future.



You may be thinking...

How can we reach more women and girls? We need to raise more funds.

On the Soroptimist website there are different areas that provide fundraising resources to support Clubs to increase funds raised in their communities to support exponential growth in local and global impact.

This includes:

A 100th Anniversary Fundraising Toolkit – this will include all the resources clubs need to use the 100th anniversary to raise funds. This will be available in October 2021!

Soroptimist Forward Resources: this includes ideas on how to use auction platforms, create a virtual paint night, and more.

And in January 2022, there will be a new resources section for regions and clubs to support their fundraising efforts. This will include stories of successful club fundraisers, how-to set up Facebook Fundraising, corporate partnership resources, and more.

In just a few minutes, we want to hear from you about what successful fundraisers are happening in our Region even with the unique challenges we are facing and what challenges are being faced.

Engage the Community

- Increase Awareness
- Ask for a donation
- Encourage members to become a Stargazer



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Now that we covered the resources that will be available to clubs, how do you use the tools to inspire others to support our mission?

We know that while there is much to celebrate in 2021, our 2021-2031 Big Goal is no small feat.

In order to exponentially increase the number of women and girls we serve, at both the global and local level, we need to engage members, nonmembers and businesses to celebrate with us!

This can include:

- Asking members to contribute \$100 to support our global Dream Programs in honor of our 100th Anniversary.
- Draft a letter to ask a local business to donate \$50 gift card in honor of our 50th Anniversary of the *Live Your Dream Award*, for your club to gift to a recipient.
- For current Stargazers, or monthly donors, ask members to make an additional one-time gift to the Dream Big Campaign.
- Create an online auction and ask businesses to donate items. Set your goal to 100 items for our 100th Anniversary!
- Ask a local business to donate an item for your club's auction.
- Host an open-house at your club and invite the community to learn about the past 100 years of Soroptimist and all that we've accomplished. This can also include an invitation to

join the club or make a donation.

These are just a few ways you can celebrate our accomplishments with members and the community, while also raising awareness and funds to support our Dream Programs.

Keep in mind-everything helps. No one needs to make a financial commitment that is beyond their means. All of us working together can have a huge impact without anyone feeling financially stressed.



To achieve our 2021-2031 Big Goal it will take a team effort and we are all in this together.

We can't do it by just giving more Live Your Dream Awards or inviting more girls to participate in Dream It, Be It. We need to transform our organization – at all levels.

Our key message is to: Support our 2021-2031 by making a gift to the annual fund to make an impact today and/or make an impact for the future with a gift to the Dream Big Campaign.

What does this mean?

Clubs and members are asked to support the impact of our Dream Programs – TODAY – through annual support which is Club Giving, Founders Pennies and Individual Gifts. Individual Gifts include one-time or monthly gifts recognized in the Laurel Society or as a Stargazer. Annual support, whether designated to Live Your Dream Awards, Dream It, Be It, or unrestricted gifts, is put to work right away to meet the immediate needs of women and girls through the Dream Programs.

Consider becoming a Laurel Society member or a Stargazer. There are monthly giving programs available. Either I or your District Fundraising Committee members would be more than happy to help you with that.

2021-2031 Big Goal



MAKE AN IMPACT FOR THE FUTURE

Your gifts to the **Dream Big Campaign** provide critical funds for the expansion, delivery, and sustainability of our programs for decades to come. Your impact reaches into the future, so more women and girls will benefit year after year.



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And support the Dream Big Campaign, which provides critical funds for the expansion, delivery and sustainability of our programs – for the FUTURE.

It is important for regions, clubs, and members to understand the importance of Annual Support and support for our Dream Big Campaign.

There are flyers available regarding the Dream Big Campaign and frequently asked questions about the campaign available.

Now, I would ask our District Committee members to help in hearing your questions, your ideas and most importantly your challenges. Let's chat;

Summary

- Our upcoming celebrations of our accomplishments and our 2021-2031 Big Goal.
- Tools available to support club fundraising efforts.
- Different ways to engage members and the community to increase awareness and raise funds.
- The importance of supporting our global impact.

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Today we discussed:

Our upcoming celebrations of our accomplishments and our 2021-2031 Big Goal.

Tools available to support club fundraising efforts.

Different ways to engage members and the community to increase awareness and raise funds.

The importance of supporting our global Dream Programs through annual support (Club Giving, Founders Pennies and Individual Gifts) and future support through the Dream Big Campaign.

We also discussed the unique ideas and challenges we are facing today. Let's keep that conversation going and do what Soroptimists do best-help women achieve economic empowerment.

Contact

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Thank you for your time today! If you have any questions, feel free to contact me or the Fund Development staff at headquarters.