



SOROPTIMIST®
Investing in Dreams

Engagement

Your Role in Our Big Goal

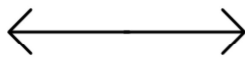
Lyn Lurbe
Region Membership Chair



Engagement is valued now more than ever during this critical time in the world and our organization.

ENGAGEMENT: Objectives

Expand leadership development opportunities within our organization.



Improve the quality of engagement with our organization.



Increase new clubs.



Increase members.



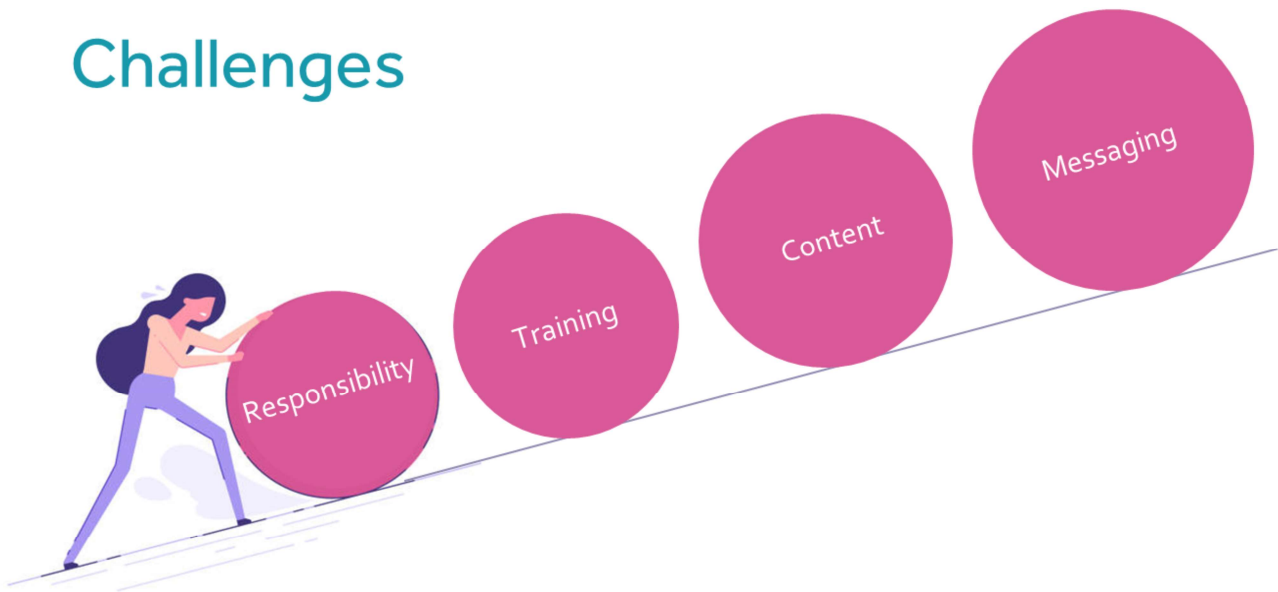
Our engagement goal in SIA's strategic plan states, "Members and supporters will find value through engagement with our mission, programs, and events."

Our objectives here – meaning what is the most critical and important:

Expanding our leadership development opportunities as well as increasing the quality of engagement and increasing clubs and members.

All of this will enhance our ability to reach our Big Goal.

Challenges



Leaders face some challenges that exist to engagement.

First, region and club leaders have a lot of responsibility, and their roles require support.

Second, leaders need to be trained so there is a strong support system in place.

Next, critical information must be shared.

And finally, messaging, at region and club meetings needs to be consistent.

To increase leadership and volunteer engagement, let me tell you about your role in making it successful.

Provide a quality and engaging member experience

Volunteer Recognition



First, to **provide a quality and engaging member experience**, we have volunteer recognition.

This is important because we want to recognize the achievements of each other, encourage each other and show how we are making progress towards our goals.

Your Role

01

Volunteer Recognition

- Follow the Club Roadmap
- Submit Soroptimist Celebrating Success Awards
- Give Kudos and Praise



Your Role: Follow Club Roadmap!

This resource is there to assist clubs by showcasing the five areas of focus that will guide plans for the year, help us reach our goals, and provide a positive club experience.

Clubs are recognized annually for the metrics they meet on the Club Roadmap.

Submit your club entries for the Soroptimist Celebrating Success Awards.

These awards will recognize the outstanding work of clubs that support SIA's four pillars: fundraising, membership, program, and public awareness.

And give as many kudos and "high fives" to clubs and

members in your region as much as possible for all the good work they do!

Prepare our members to be effective leaders

Learning Opportunities



SOROPTIMIST®

2022 Governors Round Table

To prepare our members to be effective leaders!

Take advantage of learning opportunities that will help us improve or learn new skills.

Your Role

01

Volunteer Recognition

- Follow the Club Roadmap
- Submit Soroptimist Celebrating Success Awards
- Give Kudos and Praise

02

Learning Opportunities

- Attend and encourage others!
- Promote Club Administration and Leadership Development Resources



2022 Governors Round Table

Your Role: Encourage members to attend the microlearning opportunities like the Club Operations and Civility trainings that were in early 2022.

Utilize www.soroptimist.org's resources in club administration and leadership development.

Prepare our members to be effective leaders

A graphic consisting of two overlapping rectangles. The front rectangle is teal and the back one is a darker blue. The text "Leadership Summit" is centered in the teal rectangle in white font.

Leadership Summit



2022 Governors Round Table

Additionally, SIA headquarters is planning a “Leadership Summit” in 2023 that will be open to leaders across the federation (and those interested in becoming a leader) so they can learn and develop as leaders in SIA.

That’s EXCITING!

Your Role

01

Volunteer Recognition

- Follow the Club Roadmap
- Submit Soroptimist Celebrating Success Awards
- Give Kudos and Praise

02

Learning Opportunities

- Attend and encourage others!
- Promote Club Administration and Leadership Development Resources

03

Leadership Summit

- Attend and encourage others!



2022 Governors Round Table

Your Role: Attend the Leadership Summit and encourage other members to do so as well!

Now, lets talk about membership engagement.

Membership Engagement

2022 Governors Round Table

When it comes to membership engagement, each one of us has a role in providing an optimal member experience.

Provide a quality and engaging member experience

Member Code of Conduct



2022 Governors Round Table

To **provide a quality and engaging member experience**, soon you'll be hearing more about the development of a member code of conduct.

Lapsed member surveys tell us that a top reason why members leave SIA is related to club personality issues and civility issues.

This tool will support our clubs in providing a welcoming and inclusive experience for all.

Your Role

01

Member Code of Conduct

- Promote code of conduct when published



2022 Governors Round Table

Your Role:

Members who attended SIA's Civility Training in early 2022 already provided feedback into the development of this code of conduct – thank you!

And, when it is published, we'll need your support to promote and share this resource and expectations with members in your clubs.

Provide a quality and engaging member experience

High Quality Virtual Events



2022 Governors Round Table

To provide a quality and engaging member experience

SIA will continue to provide high quality virtual events for all members, like the International Women's Day Virtual Tea Party that was held in March 2022.

These are opportunities to interact with Soroptimists worldwide and engage beyond the local club level.

In addition, these events are recruitment opportunities to invite potential members to learn more about SIA.

Your Role

01

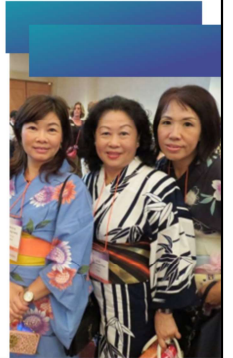
Member Code of Conduct

- Promote code of conduct when published

02

Virtual Events

- Attend federation events
- Promote these events to encourage attendance among members



2022 Governors Round Table

Your Role:

Attend these engagement events and PROMOTE these events so that we can have a robust attendance for a global membership engagement opportunity.

Increase members

Nimble Membership Campaigns



2022 Governors Round Table

To **increase members** this year SIA will Conduct short-term, nimble, and targeted membership campaigns.

Rather than multi-year campaigns, you may expect shorter, targeted campaigns to help us reach our goals.

Governor Vicki and your Region Membership Chair will share more information about these campaigns, your club's goals and related activities as they become available.

Your Role

01

Member Code of Conduct

- Promote code of conduct when published

02

Virtual Events

- Attend federation events
- Promote these events to encourage attendance among members

03

Nimble Membership Campaigns

- Participate in these campaigns
- Meet membership metrics defined in club roadmap



2022 Governors Round Table

Your Role: Participate in these campaigns to hit membership targets defined in the club roadmap.

Club Roadmap Membership Metrics

Achieve an 85% or better retention rate.

Add new members to your club.

2022 Governors Round Table

Remember that the club roadmap guides us all toward reaching our goals. This reference will always be there to remind you of the specific goals we are marching toward.

So, when I talk about nimble membership campaigns know that our campaigns will be targeting these outcomes that we're all striving to reach.

1. Maintain 85% or better retention rate.

This has been our baseline retention rate for over 20 years and we're so proud that our organization was able to maintain this retention rate throughout the global pandemic. We will continue to focus on our loyal membership base and provide an engaging member experience as we hold this retention goal.

2. Add new members to your club.

We're focusing on membership recruitment and growth and we're asking each club to add new members this year.

Increase new clubs

Charter and mentor new
clubs



2022 Governors Round Table

To **increase new clubs**, we will charter and mentor new clubs this year.

Here on the islands, we have so many opportunities to charter new clubs. Let's do it!

Your Role

01

Member Code of Conduct

- Promote code of conduct when published

02

Virtual Events

- Attend federation events
- Promote these events to encourage attendance among members

03

Nimble Membership Campaigns

- Participate in these campaigns
- Meet membership metrics defined in club roadmap

04

Charter and Mentor New Clubs

- Connect our region with prospective members
- Consider mentoring a new club



2022 Governors Round Table

Your Role:

As our region works on new charters, please refer us to potential members or contacts you may know in these areas.

We'll also need experienced Soroptimists to help mentor new clubs after they charter.

If you'd like to be part of a mentoring team, please let our region leadership know!



Questions

membership@soroptimist.org
+1 (215) 893-9000



Thank you all for all that you do to support our region and your clubs in providing an engaging member experience!

If you have questions or concerns, please do not hesitate to contact me or SIA's membership team at membership@soroptimist.org