



*Improving the lives of women and girls
through programs leading to social
and economic empowerment.*

SOROPTIMIST INTERNATIONAL OF THE AMERICAS

2018 - 2020 Biennium North Atlantic Region Strategic Plan

Soroptimist is a global volunteer women's organization.

VISION

Women and girls have the resources and opportunities to reach their full potential and live their dreams.

MISSION

Soroptimist improves the lives of women and girls through programs leading to social and economic empowerment.

CORE VALUES

Soroptimist International of the Americas is committed to:

- **GENDER EQUALITY:** Women and girls live free from discrimination.
- **EMPOWERMENT:** Women and girls are free to act in their own best interest.
- **EDUCATION:** Women and girls deserve to lead full and productive lives through access to education.
- **DIVERSITY & FELLOWSHIP:** Women from varied backgrounds and perspectives work together to improve the lives of women and girls.

IMPACT

Together, we will provide a sustainable impact on the lives of women and girls who face obstacles such as poverty, domestic violence, peer bullying, teen pregnancy, and human trafficking.

Objective 1: Region will increase the impact of the Live Your Dream Awards.

Strategies:

Encourage and support clubs to:

- Give more awards to more women through our Live Your Dream Awards.
- Support the focus on our target population of women.
- Include on-line applications in club judging.
- Provide additional resources to Live Your Dream Award recipients.

Tactics:

- During club visitations board members will review process of Live Your Dream awards
- Supply hands on materials
- Review web site materials
- Invite Past recipients of LYD to speak at Leadership Seminars, Fall District Meetings and Conferences
- Emphasis on Public awareness through web site (s), Face Book, Twitter, newspapers, public news stations, and attending community events
- Share applications with clubs in Region that may need them

Objective 2: Region will increase the impact of Dream It, Be It.

Strategies:

Encourage and support clubs to:

- Empower more girls through Dream It Be It.
- Support the focus on our target population of girls.
- Comply with SIA's Procedures for Working with Youth.
- Report impact of club projects through the online database.

Tactics:

- During club visitations board members will review process of the Dream It Be It Program
- Supply hands on materials
- Review web site materials
- Invite clubs with DIBI programs to speak at Leadership Seminars, Fall District Meetings and Conferences
- Emphasis on Public awareness through web site (s), Face Book, Twitter, newspapers, public news stations, and attending community events

Objective 3: Region will increase engagement in our Live Your Dream Awards.

Strategies:

Encourage and support clubs to:

- Participate in the Live Your Dream Awards.
- Cultivate partnerships locally to deliver Live Your Dream Awards.

Tactics:

- During club visitations board members will review process of the Live Your Dream Awards
- Supply hands on materials
- Review web site materials
- Emphasis on Public awareness through web site (s), Face Book, Twitter, newspapers, public news stations, and attending community events
- Share applications with clubs in Region that may need them

Objective 4: Region will increase engagement in Dream It, Be It.

Strategies:

- Participate in Dream It, Be It.
- Cultivate partnerships locally to deliver Dream It, Be It.

Tactics:

- During club visitations board members will review process of the Dream It Be It Program
- Supply hands on materials
- Review web site materials
- Emphasis on Public awareness through web site (s), Face Book, Twitter, newspapers, public news stations, and attending community events
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ENGAGEMENT

Members will find value through engagement with our mission.

Objective 1: Region will increase new clubs.

Strategies:

- Charter new clubs.
- Mentor/develop new clubs.

Tactics:

- Emphasis on Public awareness through web site (s), Face Book, Twitter, newspapers, public news stations, and attending community events
- Reaching out community hospitals, colleges, places of business, places of worship, community venues such as theaters etc.

Objective 2: Region will increase members in clubs.

Strategies:

Encourage and support clubs to:

- Recruit new members.
- Retain existing members.

Tactics:

- Emphasis on Public awareness through web site (s), Face Book, Twitter, newspapers, public news stations, and attending community events
- Reaching out community hospitals, colleges, places of business, places of worship, community venues such as theaters etc.
- Developing “meet & greets”, Membership 101 sessions, involving long standing members as spokespersons.

Objective 3: Region will increase the quality of engagement within our organization.

Strategies:

Encourage and support clubs to:

- Create an enjoyable and civil (courteous and polite) member experience.
- Deliver communicated value to members.
- Onboard new members.
- Leverage LiveYourDream.org as an engagement strategy for past and potential club members (North American clubs).

Tactics:

Discuss and review proper etiquette and protocol for meetings, emails

Encourage participation at meetings

Encourage volunteerism with-in the club and in community events

Establish a mentoring system of new members

Update program booklets, club strategic plan, review standing rules and bylaws

Encourage on-line use of all on-line resources: LiveYourDream.org.; DreamItBelt.org.;

soroptimistinternational.org.; soroptimist.org/for-clubs-and-members/for-members/

index.html.; <http://www.soroptimistnar.org/>; Face Book pages for SI, SIA, and NAR.

Objective 4: Region will enhance our effectiveness for collective, sustainable impact.

Strategies:

- Advocate for SIA's strategic priorities.
- Support and encourage clubs to align the member experience with SIA's brand promise.
- Celebrate club, region and organizational success and progress.

Tactics:

Encourage on-line use of all on-line resources: LiveYourDream.org.; DreamItBelt.org.; sorooptimistinternational.org.; sorooptimist.org/for-clubs-and-members/for-members/index.html.; <http://www.sorooptimistnar.org/>; Face Book pages for SI, SIA, and NAR.

- Supply hands on materials
- Review web site materials
- Emphasis on Public awareness through web site (s), Face Book, Twitter, newspapers, public news stations, and attending community events
- Continuous reports from SIA shared and discussed when and as needed

Objective 5: Region will increase the capacity of members to be effective leaders within our organization.

Strategies:

Encourage and support clubs to:

- Identify future leaders.
- Develop future leaders.

Tactics:

- Develop workshops and presentations at Leadership Seminars, Fall District Meetings, and Spring Conferences
- Encourage participation of new members
- Encourage attendance at SIA Conventions and SI Conventions

RECOGNITION

We are recognized for our efforts to improve the lives of women and girls **women and girls** who face obstacles such as poverty, domestic violence, peer bullying, teen pregnancy and human trafficking through our Dream Programs.

Objective 1: Region will increase awareness of our Soroptimist brand.

Strategies:

- Promote region Live Your Dream Award recipients as appropriate.
- Develop a web/social media strategy.

Tactics:

- Explain and discuss the purpose as outlined by Soroptimist of the America's Leaders/Board
- Recommend that local boards design a timetable to incorporate the Soroptimist brand
- Recommend that clubs implement emphasis on Public awareness through web site (s), Face Book, Twitter, newspapers, public news stations, and attending community events
- Recommend continued contact with Live Your Dream Award recipients through email, phone calls, and personal interaction if possible.

Objective 2: Region will help clubs increase awareness of Soroptimists in local communities

Strategies:

Encourage and support clubs to:

- Embrace SIA's branding and recognition strategies.
- Implement SIA's branding and recognition strategies.
- Promote the impact of their local Dream Programs.

Tactics:

- Promote SIA, NAR and local clubs through web site (s), Face Book, Twitter, newspapers, public news stations, and attending community events
- Developing club newsletter and send to local organizations and community leaders
- Encourage visibility through SIA logo on billboards, road signs, clothing, on items given to the community, etc.

PHILANTHROPY

Donors will fully fund our Dream Programs.

Objective 1: Increase financial support of Soroptimist's brand-unifying Dream Programs.

Strategies:

Encourage and support clubs and members to:

- Contribute at least 10% of locally raised funds to Club Giving
- Make SIA a recipient of their philanthropic intent
- Contribute Founders Pennies

Tactics:

- Design a community letter explaining Soroptimist and the Dream Programs and requesting financial support
- Explain and discuss the purpose as outlined by Soroptimist of the America's Leaders/Board at on the local level and at community events
- During club visitations board members will review process of Club Giving and Founders Pennies
- Supply hands on materials
- Review web site materials
- When possible develop presentations on Purpose of contributing at least 10% of locally raised funds to Club Giving, making SIA a recipient of their philanthropic intent and purpose of contributing Founders Pennies at Leadership Seminars, Fall District Meetings, and Conferences.
- Encourage local clubs to when possible to develop presentations on purpose of contributing at least 10% of locally raised funds to Club Giving, making SIA a recipient of their philanthropic intent and purpose of contributing Founders Pennies

FUTURE

We will enter our second century able to serve more women and girls who face obstacles such as poverty, domestic violence, peer bullying, teen pregnancy and human trafficking through our Dream Programs.

Objective 1: Region will improve the cultural readiness to shift region and clubs' program focus.

Strategies:

- Ensure the region is prepared to support SIA's next Big Goal: Invest in the Dreams of half a million women and girls through access to education.
- Mobilize support for our strategic direction.
- Align club work to focus on the Dream Programs.

Tactics:

- Encourage attendance at our San Francisco 100th Anniversary Event.
- Encourage attendance at region Fall District Meetings, Leadership Seminars, and Spring Conferences.
- Email all club presidents a copy of this NAR Strategic Plan, encourage alignment of local club strategic plans.
- Encourage and recognize those clubs that: Participate and report their support and development in the Dream Programs, contribute at least 10% of locally raised funds to Club Giving, contribute Founders Pennies, design a news letter, create a web site, create a Face Book page, and increase club membership.
- Encourage involvement and participation of Region Chairs who will include the District Vice-Chairs who will encourage club chairs.
- Encourage diversity and fellowship at all levels.
- Updated Governor's Cup application will recognize all clubs who apply along with the announcement of the yearly Governor's Cup Award to the outstanding North Atlantic Region Club at Spring Conferences.