



Working As One:

Continuing Our Transformation

**Strategic Direction
of Our Organization**
Elizabeth M. Lucas



SOROPTIMIST
Best for Women®



Creating Our Future

Achieving our
current big goal:
**Increased
Collective Impact**



Our Future



We want to
strengthen and unify
our Soroptimist brand

Our Future



Our *Live Your Dream Awards* outcomes lead to greater economic empowerment in the lives of women, their families and their communities.

Our Future

Girls need access to mentors and career support to live their dreams and fulfill their potential.



Impedes Our Unified Brand Identity

Too many club and region projects impede our ability to have a unified brand identity.



A Unified Brand



Communicates what
the public
can expect from us

Fulfilling Our Brand Promise

And gaining
recognition through
our brand-unifying
Dream Programs



Imagine...Our Dream Programs



The center of our club and region work!

Our Progress for Women & Girls

Could be shared with the United Nations to count our support toward the advancement of the Sustainable Development Goals.



Handout 4: FY18/19 Strategic Plan

In five years:

- Increased the number of women empowered through the *Live Your Awards* by 20%
- Increased the amount of funding given to women by 29%
- Launched *Dream It, Be It* which has empowered nearly 36,000 girls in just three years across 14 countries and territories
- Received the ASAE Summit for *Dream It, Be It*
- Signed Torrid, our first retail corporate partner
- Increased our funds raised by 31%
- Slowed our membership decline from a loss rate of 3% to 1%

Charting New Territory

Take risks ...

Try new things ...

Adapt our collective
mindset to a
changing world



Creating Our Future



We must be who we
say we want to be

AND

Do what we say we do

The Organization We Want to Be

“Stay true to your values. That’s why you were a success in the first place, and that’s how you make incredible things happen.”

—Rafe Offer