



## MEMBERSHIP MATTERS SIA'S DIAMOND CAMPAIGN



Hello everyone! My name is Lenore Scurry, and I am your North Atlantic Region Membership Chair.

As you know, membership is a major focus for us, and is a central part of our organization's strategy for success. The Diamond Campaign is a multi-year campaign to strengthen our organization's membership base as we approach Soroptimist's 100th Anniversary. The second year of the campaign will run from June 1, 2019 to May 31, 2020.

Through the Diamond Campaign we will ensure the future of Soroptimist. This will help the legacy to shine on as we carry our mission forward. By growing our membership, it becomes possible for us to deliver our brand unifying Dream Programs. That brings us closer to our Big goal to reach even more women and girls who face obstacles.

During the Diamond Campaign, every club and region will work toward a unified membership goal. Doing this will ensure that we will be focused, dedicated, and stronger than ever.

## **CAMPAIGN GOALS**

Our SIA Board has defined the following goals for ALL clubs and regions to meet or exceed by May 31, 2020 in Phase 2 of our campaign:

- Overall net change in membership of -1% or better.
- Add new members representing 14% or more of your starting total membership.
- Terminated members represent 15% or fewer of your starting total membership.

## **Five CLUBS MET ALL 3 GOALS in the NORTH ATLANTIC REGION**

1. ADIRONDACKS - (The) , NY
2. CENTRE COUNTY, PA
3. FAYETTE COUNTY, PA
4. FIVE POINTS MAGNETA, PA
5. PHOENIXVILLE, PA

In addition to being included in the drawing, all regions meeting or exceeding all three goals will be recognized as follows:

- Region spotlighted on SIA's website
- Featured post on SIA's Facebook page
- Spotlight during 2020 meetings in Bellevue, Wa
- Digital badge for region's website

As we seek to charter 100 new clubs by SIA's 100th Anniversary, all regions should meet the following goal:

*“CHARTER more than one new club”*

Working as one, we will achieve our goals! When each club hits the target, the region overall will meet the target as well. Likewise, when each Region hits the target, our federation will meet our membership goals.

Regions and clubs that meet the goals outlined above may win cash prizes in funding to support club and region Dream Programs.



And membership assistance is also available to you from our federation. SIA Headquarters staff supports our region and clubs in reaching our organization's membership goals. They have made hundreds of professionally-developed resources available to us on the SIA website. To find resources related to recruitment and retention, visit the For Clubs area on the [www.soroptimist.org](http://www.soroptimist.org).

## Strategies for Success



As we strive to continue the momentum of our Diamond Campaign and keep growing our members and clubs, we will be working together. We have thousands of skilled members in our organization and many resources at our disposal to achieve membership growth.

As I said earlier, engagement is retention. We must pay attention to the retention of newer members, as well as our members of long standing, by providing an exceptional club experience for all of these individuals that makes them want to keep coming back.

We do this by creating an engaging club environment. For newer members, fostering this environment means onboarding and orienting them to grow their understanding of SIA and our mission. Consider a mentoring program so that new and seasoned members can learn from one another and form meaningful relationships within your club. Using tools such as the Member Capacity Inventory available on the SIA website, learn about the skills and interests of all of your members so that you can engage them on committees and in leadership roles that will keep them excited and involved in club activities over time.

Please keep up the great work as we push through the final weeks of the campaign so we may finish as strong as possible! And stay tuned for more information about our goals for the new club year.

---

New Members Added: June - August 2019

Goal: 14% or more new members

Club ID	Club Name	Total Members 5/31/2019	New Members June - August	Percent New Members	Goal - Minimum New Members by May 2020
102110	Fulton and Montgomery Counties, NY	66	1	1.52%	10
102112	Suffolk County, NY	29	0	0.00%	5
102113	Saratoga County, NY	74	1	1.35%	11
102117	New York City, NY	30	0	0.00%	5
102122	Schenectady, NY	16	0	0.00%	3
102123	Staten Island, NY	71	2	2.82%	10
102124	Oranges (The)	17	1	5.88%	3
102132	Passaic Valley, NJ	28	3	10.71%	4
102134	Adirondacks (The), NY	48	1	2.08%	7
102135	Manhattan, NY	23	2	8.70%	4
102201	Monmouth County, NJ	12	0	0.00%	2
102203	Burlington County, NJ	13	0	0.00%	2
102205	Cumberland County, NJ	36	3	8.33%	6
102211	Hammonton, NJ	27	1	3.70%	4
102213	Central Jersey Coast, NJ	16	4	25.00%	3
102214	Long Beach Island, NJ	39	7	17.95%	6
102220	Princeton, NJ	11	2	18.18%	2
102221	Rancocas Valley, NJ	19	0	0.00%	3
102223	Roxborough, PA	8	0	0.00%	2
102225	Seaford, DE	53	0	0.00%	8
102226	Cape May County, NJ	59	0	0.00%	9
102227	Toms River Area, NJ	17	0	0.00%	3
102232	Five Points Magneta, PA	23	0	0.00%	4
102233	Center City Philadelphia, PA	12	1	8.33%	2
102304	Bucks County, PA	4	3	75.00%	1
102308	Emmaus, PA	19	3	15.79%	3
102322	Phoenixville, PA	43	0	0.00%	7
102323	Pottstown, PA	21	1	4.76%	3
102335	Indian Rock, PA	80	5	6.25%	12
102336	Hackettstown, NJ	27	0	0.00%	4
102337	Doylestown Area, PA	18	0	0.00%	3
102405	Butler County, PA	26	6	23.08%	4
102409	Fayette County, PA	26	3	11.54%	4
102412	Harrisburg, PA	22	0	0.00%	4
102421	Montour County, PA	35	0	0.00%	5
102425	Somerset County, PA	22	0	0.00%	4
102426	Snyder, Union & Northumberland Counties, Inc., PA	37	1	2.70%	6
102428	West Shore-Harrisburg, PA	33	2	6.06%	5
102429	Wheeling, WV	40	6	15.00%	6
102433	Centre County, PA	38	1	2.63%	6
102434	Lancaster, PA	9	0	0.00%	2
102435	Rittenhouse Square, PA	17	0	0.00%	3