



Soroptimist is a global volunteer organization that provides women and girls with access to the education and training they need to achieve economic empowerment.

SOROPTIMIST INTERNATIONAL OF THE AMERICAS, INC.®

FY23/24 Strategic Plan

Vision

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

Mission

Soroptimist is a global volunteer organization that provides women and girls with access to the education and training they need to achieve economic empowerment.

Core Values

Soroptimist is committed to:

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

2021-2031 Big Goal

Invest in the dreams of half a million women and girls through access to education.

Strategic Outcomes

IMPACT

Together, we will provide a sustainable impact on the lives of women and girls who face obstacles such as poverty, violence, and teen pregnancy by providing access to education leading to economic empowerment.

Objectives

- Increase the impact of our Dream Programs.
- Increase engagement in our Dream Programs.
- Increase access to education leading to economic empowerment through Big Goal Accelerator Projects

Strategies

- Promote participation in our Dream Programs.
- Evaluate our Dream Programs to enhance impact.
- Provide increased financial support to expand access to our Dream Programs.
- Explore partnership opportunities and other delivery methods for greater impact.
- Raise awareness to encourage Big Goal Accelerator Projects.

ENGAGEMENT

Members and supporters will find value through engagement with our mission, programs, and events.

Objectives

- Expand leadership development opportunities within our organization.
- Improve the quality of engagement with our organization.
- Increase new clubs.
- Increase members.

Strategies

- Prepare our members to be effective leaders.
- Provide a quality and engaging member experience.
- Support new clubs.
- Improve the club experience in support of membership recruitment and retention.
- Explore innovative membership models and engagement opportunities.

PHILANTHROPY

Our ability to achieve our 2021-2031 Big Goal will be fully funded by our generous donors.

Objectives

- Improve our donor experience.
- Increase the number of donors.
- Increase financial contributions.
- Increase acquisition of non-member donors.

Strategies

- Increase and diversify donor asks in support of the annual funds, and major gifts.
- Develop new strategies for donor prospecting and lead acquisition.
- Develop a donor experience that aids in engagement, retention, and stewardship efforts.
- Collaborate with the board of directors and fundraising volunteers to raise funds from our members and clubs.

BRAND RECOGNITION

Global marketing and communications will drive meaningful actions to increase impact.

Objectives

- Increase unified marketing communications.
- Increase meaningful actions across audiences.
- Improve global awareness of all the Soroptimist brands.
- Begin exploration of SIA website redesign.

Strategies

- Develop unified marketing plans to reach new members, non-members, and brand supporters.
- Optimize digital marketing strategies to increase meaningful actions.

- Support clubs in elevating Soroptimist brands at the local level.
- Ensure marketing best practices and brand adherence are observed across all organizational strategies.
- Develop timeline and set deliverables for discovery phase 1 of website redesign.

SUSTAINABILITY

Effectively utilize funds to achieve successful long-term outcome goals.

Objectives

- Increase financial solvency to reduce reliance on annual spend policy.
- Invest in technology to improve operations including improved data integrity, privacy standards, and records management processes.
- Leverage technology to transition to relational engagement, and to better monitor and measure our progress towards goals.

Strategies

- Enhance financial policies and processes to improve, simplify, and standardize our financial environment.
- Establish, implement, and maintain new processes to source, house, and utilize member and supporter data.
- Collaborate with vendors to ensure successful transition to a new database.