

Strategic Plan – 2011

VISION

Be the voluntary service organization chosen by all business and professional women committed to improving the lives of women and girls.

We will share our time, talents and financial resources to enrich our communities. Together, we will:

- Improve the lives of women and girls
- Help women achieve economic and political equality
- Serve as a global voice for women
- Provide outstanding leadership development opportunities for women
- Enhance world peace and understanding

MISSION AND CORE PURPOSE

To improve the lives of women and girls in local communities and throughout the world.

CORE VALUES

Soroptimist International of the Americas is committed to:

- International goodwill and understanding
- Volunteer action
- Leadership development
- Fellowship and diversity

STRATEGIC OUTCOMES

Program/Philanthropy

Soroptimist's programs and efforts to raise awareness of women's issues will enable women and girls to lead better lives.

Objectives:

1. Participate in local community service projects
2. Support the S-Club at Poly High School
3. Participate in SIA Awards programs
4. Support one international project
5. Support educational projects

Strategies/Tactics:

1. Local community service projects
 - a. Shopping with Soroptimists
 - b. Holiday Giving project
 - c. Small Ways and Means Giving
 - d. Grants to Meals on Wheels and local agencies
 - e. Workplace campaign to end domestic violence (SIA kit available)
 - f. Breast cancer (SIA kit available)
2. Mentor and support girls in the S-Club at Poly High School
3. SIA Awards program
 - a. Women's Opportunity Award
 - b. Violet Richardson Award
 - c. WMAD Awards (Ruby Award)
4. Local scholarships

- a. Cynthia Galles/Found Theater & Katherine White
 - b. LBCC
 - c. S-Club
5. Support one international project

Membership/Member Services

Soroptimist will be a thriving, dynamic, progressive and relevant organization of members committed to the mission of improving the lives of women and girls, in local communities and throughout the world.

Objectives:

1. Retain current members
2. Recruit 5 new members each year
3. Ensure that the club organization is efficient and easy to understand
4. Communicate effectively with members

Strategies/Tactics:

1. Be a welcoming, inclusive, open, supportive, flexible, diverse club
 - a. Annually reinforce value of membership and collective power of international organization
 - b. Annually complete member satisfaction survey including members who have left
 - c. Conduct SOLT at least once a year
 - d. Offer leadership opportunities and involvement beyond delegation of tasks
 - e. Submit member successes to SIA magazine and SIA headquarters
 - f. Ask everyone to help with fundraisers
2. Recruitment
 - a. Host one recruitment event a year
 - b. Encourage guests at SILB meetings and events to become members
 - c. Strengthen Long Beach awareness of SILB
 - d. Invite new members to lunch with Director of Membership, mentor or board member
3. Club organization
 - a. Structure
 - i. Create/revise job description for each Director/Committee chair annually
 - ii. Explain structure (Org. chart, etc)
 - iii. Director and Committee chairs selected year in advance to prepare when possible
 - iv. Committees meet at beginning of the year to plan timeline for responsibilities
 - b. Meetings
 - i. Meet 3 times a month (1st and 3rd Wednesdays at the Grand, 2nd week alternate Happy Hour and Business mixer at member/guest's place of business)
 - ii. From 12 to 1:30 p.m. (15 min. at beginning to socialize)
 - iii. At business meeting, engage all members in decision-making process
4. Communication and Connection
 - a. Newsletter monthly with notice of meeting program, menu, plans
 - b. Continue e-mail blasts
 - c. SILB board member at community meetings and events

Public Awareness/Community Outreach & Communications

Soroptimist will be widely known for its efforts to improve the lives of women and girls.

Objectives:

1. Increase Long Beach community's awareness of SILB
2. Gain publicity for SILB women-focused activities
3. Participate in "Live Your Dream" campaign

Strategies/Tactics:

1. Increase community awareness of SILB
 - a. SILB members sit as group at community events
 - b. Develop relationships with business leaders through memberships in LB Chamber, Women's Business Council, LBNP, Leadership LB
 - c. Mail annual report to community agencies and businesses
 - d. Explore joint meeting with SI-Lakewood
2. Publicity
 - a. Send news to SIA about mission-based activities/programs
 - b. Collect the stories about how SILB grants/scholarships made a difference for agencies/women
 - c. Generate press releases for all SILB activities
 - d. Create line item in budget for public awareness activities
 - e. Create PowerPoint on SILB, elevator speech, script for speakers bureau and a digital media kit
 - f. Create club photographer position to maintain digital photos
 - g. Print SILB business cards for President and members using SIA template
3. Use the "Live Your Dream" campaign materials
 - a. Explore Co-hosting Allan Lowenthal's "Young Women Empowerment Conference" at CSULB
 - b. Use "Live Your Dream" materials at the scholarship dinner event
4. Educational projects
 - a. Explore co-hosting LB Health Dept conference on women/girls
 - b. Learn about conditions affecting women/girls

Fundraising/Fund Development

Sufficient funds will exist for Soroptimist to accomplish its programmatic goals.

Objectives:

1. Raise money to fund budgeted scholarships, awards, and projects
2. Solicit donations
3. Generate funds from sources outside SILB

Strategies/Tactics:

1. Solicit donations
 - a. Administer one annual appeal
 - b. Offer members opportunity to make annual donation
 - c. Use donor envelopes at events, with mailings
2. Administer small fundraisers
 - a. Administer Pickle party, Jewelry party, Chico event, Progressive dinners etc., Cookie of the month event