2018 Fall Meetings Presentations

Governor’s Message:

Welcome everyone to the 2018 District X Fall Meeting. It is so wonderful to be here today with all of my sister Soroptimists. It is a particular joy for me, since I don’t get to see you every week, like your fellow club members do. As your Governor – I want to talk to you today about a few topics that affect the strength of our organization and our plans for the future. Specifically – the four things I want to address today are:

Four topics slide 1

* SIA’s message about changing for the future
* Mission specific activities and the Dreams Programs
* The Big Goal update (1/2 mil vs 1 mil)
* The GWR strategic goals

SIA’s message about changing the future: SLIDE 2

* Changing the future - SIA is changing for the future to be what ***our members*** say they want to be—an organization with:
  + more members
  + and more recognition for our impact
  + greater capacity to serve more women and girls who face obstacles

This change requires **working as one** to fund and implement our brand-unifying Dream Programs. So let’s talk about each one of these factors …

* More Members: Golden West Region clubs can grow and retain members by providing an engaging and civil member experience. Inviting and encouraging members to get involved on committees—or helping when they can if being on a committee is too much of a time commitment—is an ideal way to engage members. Making all members feel welcome by hearing and responding to their feedback/ideas in a positive manner, even if they are not feasible to implement, helps to create a civil member experience. You’ll hear more later from our Membership committee about some tips for engaging and retaining your members.

To attract younger members, you need to think about offering to provide mentorship. Younger women need a safe and loving space to try out their management skills. Give them the opportunity to lead a committee, or a fund raiser, or a hands-on event. Allow them to fail, and **learn from that failure**, in a safe environment, where they don’t have to be afraid of losing their job, or being demoted, or ridiculed, or retaliated against. Our young leaders are starving for this type of experience. They WANT to make a difference. And remember, younger members attract more younger members.

* Slide 4 Branding: AGAIN - When clubs and members are asked what they want most, they say—more members and greater recognition. The only way to accomplish this is by having a strong brand. ***We must be who we say we are, and do what we say we do***. That means all clubs, ***at a MINUMUM***, should implement our brand-unifying Dream Programs. Our region is very strong on the Live Your Dream – Dream program. We get it … and have for years. However, we can improve our performance with the Dream it, Be it Program. Only 14 clubs participated in this program last year. Our goal is to reach 100% participation by 2020. We can do it, right? For years, WHAT we have been missing as an organization is that *brand unifier* amongst clubs. By focusing on the Dreams Programs, a person from New Hampshire, or Illinois, or Idaho, or Arizona, or California – when asked … what do Soroptimist clubs do? … will have the same answer – the Dreams Programs! We need to become as well known for our Dreams Programs as McDonalds is for the Big Mac, or Starbucks for coffee, or Kleenex is for tissue.

In every forum, if you ask a Soroptimist what’s holding us back, they say: no one knows who we are! Or we’re the best kept secret. You’ve all heard that ….some of you have probably even said it a few times.

SLIDE 5 TELLING OUR STORY

The best – and really only – way to gain recognition for our organization is by being able to tell a simple, compelling and coherent story about the impact we have in the lives of women and girls. **And it has to be one story.** It can’t be a local or country story. We cannot have a different brand in every community where we operate. By working as one through club-focused efforts on our Dream Programs, **we can measure** and tell our brand unifying story of the impact our Dream Programs have made on the world and in our own communities.

* Dreams Programs/Mission Specific activities: Through our Dream Programs, we economically empower women and girls who face obstacles such as poverty, violence or teen pregnancy. We provide them with access to the education and skills training they need to reach their full potential. Our Dream Programs help specific populations of women and girls and have a measurable impact. To increase the number of women and girls we reach and be better known for our work, we need to invest our resources in growing the impact of our Dream Programs.
* Why is it important that we measure our impact through our Dream Programs? To secure our future – and the impact we have on women and girls – we need to be better known for our work. This increased recognition will bring us more members, supporters and funders. And this will allow us to reach more women and girls. To do this, we must be clear about our impact so others can understand how we are improving the lives of women and girls. Traditionally, clubs and regions have identified projects to help women and girls in their local communities. But with a myriad projects – few with measured or reported impact – we cannot define or publicize our work. Our evidence-based Dream Programs help specific populations of women and girls and have measurable impact. For us to have a collective impact and for others to understand how our global efforts improve the lives of women and girls, we need to be working toward the same goals and investing our resources in the same impact to strengthen our story of greater impact. In order for this strategy to continue to be successful, we must continue to change the way we think and the way that we approach our work. We need to align our resources at every level – club, region and federation – to focus on the Dream Programs. We know our Dream Programs: SLIDE 6
  + Are evidence-based
  + Create a measurable impact on women and girls
  + Address a need in all of our communities
  + Support the work that matters to us including ending violence against women and girls and lifting them out of poverty
  + Define our impact to a larger audience
  + Appeal to potential members and supporters
  + Attract funders

Working together, **following the same strategy**, reaching for the same goals, focusing on our common mission and programs, we can do everything that is important to us including securing the future of Soroptimist for generations to come

* Let me quickly address a topic that has been discussed informally among some members – and that is the misconception that SIA is forcing clubs to ***give up local community activities*** in favor of only the DREAMS programs. In the past, I can see how some clubs may have been confused by some of the wording from the SIA messaging - thinking they were being **directed** to drop any activity that did not fit into the Dreams program definition. This is far from the reality. SIA’s message to you is that clubs need to balance your Dreams program workload, your human and financial resources, with your passion for the mission, and the passion for issues in your local communities. Advocacy and raising awareness are very important parts of supporting our mission – and, yes, are allowed within the guidelines of maintaining your 501c(3) status, as long as it is done on a non-partisan and non-denominational basis. If you have any questions on this topic, please see me on break and I’d be happy to discuss your particular situation.
* OK-Let’s talk about the next Big Goal – there are 2 you know?

SLIDE 7

* The Big Goal for 2012-2021 is – Increase our collective impact. Pretty simple, right? Well, in the five years since we decided to increase our collective impact, we have:
  + Increased the number of women empowered through the LYDA by 20%
  + Increased the amount of funding by 29%
  + Launched the Dream it Be It program, which has empowered over 20,000 girls in 2 years
  + Signed our first retail corporate partner, TORRID, that was attracted to us through the Liveyourdream.org website
  + Received the highest Summit Award from the Am. Society of Association Executives for our Dream it Be it program
  + Increase fund raised by 31%
  + Attracted about 100,000 supporters on the LYD.org website
  + Slowed our membership decline from 3% to 1%

Slide 8

* Our next Big Goal 2021-2031 update (1/2 mil vs 1 mil): Invest in the Dreams of half a million women and girls through access to education. Clubs agreed that this 2021-2031 big goal was achievable by focusing on our brand unifying Dream Programs. To do this we need to:
  + Continuing to engage our members to finalize our plans
  + Building our organizational capacity to reach more women and girls
  + Providing tools and resources to club and regions to support the change in the way we work
  + Communicating the change in the way we work to the community stakeholders
  + Increasing corporate and foundation philanthropy to support our Dreams Programs
  + Providing leadership development to ensure our readiness to achieve our next Big Goal
  + Define and measure our success
* SLIDE 9
* Your next steps are to celebrate! – Take time at your next club meeting to celebrate the outstanding achievements we’ve had by working as one! Celebrate, take pictures and share them on our region’s facebook page and SIA’s facebook page, with the hashtag of #SIABigGoal.
* SLIDE 10
* Speaking of celebrating your club’s successes – we have a tool that we are under-utilizing right now. That is the GWR website – Event Calendar. We would like to publish your club’s events on the region event calendar – but can’t do so unless you tell us about them! We want your DIBI events, LYDAwards, Lunafest, and Fund Raisers. Everything but your club meetings and committee meetings. To do this, we need 5 pieces of information from you so we can do this:
  + Name of the Event
  + Club Name
  + Date of the event
  + Time
  + URL to your club’s page to link to buy tickets or more information
* SLIDE 11 I took the opportunity to put 3 clubs events up to show you what it would look like on both the GWR Event Calendar and the GWR homepage: The image on the left is from the GWR home page, the image on the right is from the “view event” view. You can see the 3 clubs that I used as examples
  + SI Lake Havasu’s Annual House and Garden Tour on 12/2
  + SI Victor Valley’s “Twas the Night Before Christmas” luncheon on 12/8
  + SI Palm Spring’s Luna Fest on 1/26
* I am passing out a quick reference guide on what we need and to whom to send it to get your club’s activities listed. We all want to support each other. When I am planning a visit to your town, I want to know if you have an event planned. Perhaps other members do too! This will give us all an opportunity to participate and cheer each other on as we work toward supporting our mission, and each other!

OK-let me switch over to the Golden West Region strategic goals for the next 2 years – I’m going to give them to you in a nutshell because they are going to be discussed in more detail by the pillars during their presentations. The GWR strategic Plan and associated Action Plan are both also available on the GWR website – if you need help relaxing some evening – I encourage you to download them

SLIDE 12

* Program – Continue with our 100% participation in LYDA
* Program – increase our DIBI participation to 50% by 2019, and 100% by 2020
* Membership – Charter 4 new clubs by 2020
* Membership – slow our membership loss to 1% or less
* Fund Raising – develop relationships with corporate sponsors
* Public Awareness – Increase our social media presence for all clubs

SLIDE 13 As a powerful region in SIA, we are already making a difference in our local communities and throughout the world. I am excited and motivated to be your Governor and to lead this dynamic group of women to make an even bigger impact. I hope you will join me:

* in capitalizing on the “One Mission” momentum for our Dreams programs
* To create more and inventive ways to provide access to education for women and girls ….
* To give the gift of membership to more and more community members
* And to work hard for this common passion we call Soroptimist

Thank you for your time and attention and I look forward to the rest of this wonderful Fall Meeting!