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| **Strategic Outcome: IMPACT (PROGRAM PILLAR)****Together, we will provide a sustainable impact on the lives of women & girls who face obstacles (bullying, poverty, violence, teen pregnancy, trafficking)** |
| **Objectives** | **Strategies** | **Tactics** | **Timeframe** | **Done?** |
| 1. GWR will increase the impact of the Live Your Dream Award
 | 1. Give more awards to women through LYDA
2. Support the focus on our target population
3. Include online applications in club judging
4. Provide additional resources to the LYDA winners
 | 1. Increase the club awards by 1 more award per club
	1. Region will set the example– Region will double to 10 the regional LYD recipients
2. Maintain 100% participation in LYDA by staying in constant communication with the clubs during the application process:
	1. Region Chair, Program Chair, Gov, GE conducts conference calls after receipt of SIA reports to monitor club performance
	2. Region Chair, Program Chair, Gov, GE review final reports after the 11/15 deadline to assign applications to clubs that did not receive applications directly
3. Educate and embrace the new online application process
	1. Region Chair and committee contact each club to ensure they have activated the application portal
	2. Region Chair reaches out to SIA to resend the welcome email, and coaches club chairs on how to activate their portal
4. Give small incentive awards to all applicants at the club level
	1. This tactic was discussed and agreed upon at the Leadership training retreat by all clubs. They will report their actions on the Healthy Club Survey
 | 1. 6/05/19
2. 11/15/18
3. 9/1/18-11/15/18
4. 2/1/19
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| 1. Increase the impact of Dream it, Be it
 | 1. Empower girls through DIBI
2. Support the focus on our target population
3. Comply with SIA’s procedure for working with youth
4. Report impact of club projects through online database
 | 1. Achieve 50% participation in this program by 2019, achieve 100% by 2020
	1. Educate the clubs at Fall Meetings of the reporting categories, recently adjusted by SIA
	2. Encourage all clubs to complete the online report at the conclusion of their events to capture our collective impact
2. Assess and transition existing programs into the DIBI format
	1. Provide “One Mission” education at Fall Meetings
3. DIBI chair monitors the SIA procedures for compliance
4. Increase the number of clubs reporting DIBI activity online
 | 1. 50% -5/31/19

100% -5/31/201. Oct 2018
2. Ongoing
3. 2/15/19
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| 1. Increase engagement in our LYDA
 | a. Participate in the LYDAb. Cultivate partnerships locally to deliver the LYDA | 1. Go beyond the cash award
	1. Maintain contact with the winners
	2. Have them speak at club events
	3. Have them speak at GWR events

(Fall Meetings/Spring Conf/Leadership Training)* 1. Report activity on the SCS forms
1. Identify corporate partners
 | 1. 06/05/19
2. 6/30/19
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| 1. Increase engagement in DIBI
 | a. Participate in the DIBIb. Cultivate partnerships locally to deliver the DIBI | 1. Strive to achieve 100% participation
	1. Provide the 4 “c’s” presentation at Fall Meetings
	2. Encourage clubs to mentor and/or partner with other clubs to kick-off new DIBI events
2. Identify corporate partners
 | 1. 6/30/20
2. 6/30/19
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| **Strategic Outcome: ENGAGEMENT (MEMBERSHIP PILLAR)****Members will find value through engagement with our mission** |
| **Objectives** | **Strategies** | **Tactics** | **Timeframe** | **Done?** |
| 1. Increase new clubs
 | 1. Charter new clubs
2. Mentor/Develop new clubs
 | 1. Identify target areas for new clubs that do not compete with exiting clubs
	1. Charter 4 new clubs by 2020 – target areas include:

TemeculaCanyon CorridorVerradoTempe/ASUEl PasoAlbuquerque1. Create a SWAT team to help local clubs sponsor new clubs – Call them ***Diamond Teams*** after the Diamond Campaign
	1. CA Diamond team – Gov (lead), Dist 1 Director, 2 Club Members from the district
	2. AZ/NM/TX Diamond team – RMC(lead), members from Kachinas, Phoenix, Las Cruces clubs
 | 1. 07/15/18
	1. Temecula and Canyon Corridor by 6/30/19

2 others by 6/30/201. 9/30/18
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| 1. Increase members in clubs
 | 1. Recruit new members
2. Retain Existing members
 | 1. Engage potential new members by inviting them to participate in the Dreams program events
2. Communicate regularly with absentee members
	1. Monitor the GWR roster emails to ensure they are current and accurate in the GWR and SIA databases
	2. Provide monthly News blasts to ALL members in the region to keep them informed of upcoming meetings and activities
	3. Instruct clubs to use the SIA club assessment tool to monitor the club member’s opinions
3. Share the Diamond Campaign goals with all club leadership at the Leadership training Retreat and reinforce them at the Fall Meetings
4. Monitor clubs that have declining membership and plan site visits to offer Region assistance to the club leadership
5. Create a club mentorship program for recruiting
	1. Identify clubs that are doing recruitment well
	2. Partner successful clubs with clubs that are struggling
6. Create a specific workshop at Spring Conference to address best practices and success stories for recruitment – the presenters will be the top 3 finalists from the SCS awards
 | 1. Ongoing, as clubs hold their events
2. Quarterly review the members emails

Monthly News Blasts1. July and Oct 2018
2. Monthly
3. 2/1/19
4. 6/7/19
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| 1. Increase the quality of engagement within our organization
 | 1. Create enjoyable and civil member experience
2. Communicate value to members
3. Onboard new members
4. Leverage LiveYourDream.org as an engagement strategy
 | 1. Make meetings fun
2. Constantly recognize and thank members for their participation
3. Mentor and guide new members
	1. Conduct Governor’s breakfasts with new members attending each Fall Meeting
4. Encourage all members to become a Liveyourdream.org member
	1. Include this criteria on the Healthly Club Survey
 | 1. Monthly
2. Ongoing
3. Oct 2018
4. Oct 2018-at all Fall Meetings
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| 1. Enhance our effectiveness for collective, sustainable impact
 | 1. Advocate for SIA’s strategic priorities
2. Support and encourage clubs to align the member experience with SIA’s brand promise
3. Celebrate club, region and organizational success and progress
 | 1. Ensure each club ‘s strategic plan are aligned with the SIA mission
2. Continue to promote the Dreams programs as our signature programs
3. Celebrate club activities at Fall Meetings, Spring Conference and at individual club visits
 | 1. 6/30/19 – Review done by DD’s during site visits
2. Ongoing
3. Ongoing
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| 1. Increase the capacity of members to be effective leaders within our organization
 | 1. Identify future leaders
2. Develop future leaders
 | 1. Work with club presidents and district directors to identify the future GWR leaders
	1. Request the Official SIA visitor present on this topic at Spring Conference
2. Create leadership opportunities for members to lead (committees, events, meetings)
	1. Seek out future leaders at the Fall Meetings
	2. Request they take leadership roles for subsequent Fall Mtgs
	3. Gov-Elect seeks members for the committee positions
 | 1. July 2018 – June 2020
2. July 2018 – June 2020
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| **Strategic Outcome: RECOGNITION (PUBLIC AWARENESS PILLAR)****We are recognized for our efforts to improve the lives of women & girls who face obstacles through our Dream Programs** |
| **Objectives** | **Strategies** | **Tactics** | **Timeframe** | **Done?** |
| 1. Increase awareness of our Soroptimist brand
 | 1. Promote region LYDA recipients
2. Develop a web/social media strategy
 | 1. Provide a standardized press release for clubs to use to promote their awards ceremonies
2. Encourage each club to “share” and “comment” on their own, and other club’s Facebook activity
3. Improve the clubs social media presence by creating club challenges, introduce at Fall Meetings:
	1. Motivation Monday
	2. Tuesday – “Tips Tuesday (R&R)”
	3. Wear it Wednesday – post pictures of members wearing Soroptimist pins or Soropti-wear clothing
	4. Throwback Thursday – historical pictures of your clubs
	5. Friday – Fun Friday
	6. Saturday of Service – every Saturday is a day of service
	7. Sunday – Share it Sunday – creative ideas that clubs have in the works
4. Add Club birthday celebrations to the FB page
5. Use Standardized hashtags
 | 1. 07/01/18
2. Monthly
3. Monthly
4. 12/31/18
5. Ongoing
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| 1. Enhance the clubs’ ability to raise awareness of Soroptimist in local communities
 | 1. Embrace SIA’s branding and recognition strategies
2. Implement SIA’s branding and recognition strategies
3. Promote the impact of their local Dream programs
 | 1. Ensure each club is using the current SIA logo’s
2. Maintain 100% compliance with SIA’s branding standards
3. Create standardized messaging for the clubs to use on their social media sites:
	1. Congratulate clubs that hit milestones with the number of “likes” on their FB page – either # or % increase
	2. Explore if it is possible to tag all clubs when posting on GWR
	3. Create “themes” for the month
	4. Create a District Director travel blog to highlight their club visits
	5. Promote club DIBI events on the GWR website
	6. Promote club LYDA events on the GWR website
 | 1. Ongoing
2. Ongoing
3. Ongoing, but initiative started in July 2018
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| **Strategic Outcome: PHILANTHROPY (FUND DEVELOPMENT PILLAR)****Donors will fully fund our Dream Programs** |
| **Objectives** | **Strategies** | **Tactics** | **Timeframe** | **Done?** |
| 1. Increase financial support of Soroptimist brand-unifying Dream Programs | 1. Encourage clubs to contribute at least 10% of locally raised funds to Club Giving
2. Make SIA a recipient of their philanthropic intent
3. Contribute to Founder’s pennies
 | 1. Increase the club fund donations to Club giving
	1. Promote and encourage 10% club giving at Fall Meetings
	2. Celebrate clubs participating in club giving at Spring Conference
2. Increase donations through major gifts/corporate donations
	1. Gov and Fund Development chair to develop a potential corporate donor list
	2. Gov and Fund Development chair will contact potential corporate donors and report progress at Spring Conference
3. Maintain 100% participation with Founder’s pennies
	1. Obtain reports from SIA on club’s participating
	2. GE works with the Fund Development chair to contact clubs that did not submit Founder’s Pennies funds to encourage them to participate by the deadline
4. Fund Development Chair designs and implement region wide fund raisers:
	1. GWR membership has determined that an Alaskan Cruise will be implemented as a fund raiser in 2019
	2. Spring Conference fund raiser will be a Travel Themed basket silent auction
	3. GWR will continue with the Dream Jars program – funds to be collected at Spring Conference
	4. GWR will continue with the Dream Makers pins – funds to be collected throughout the year from the GWR website. Program success to be reported at Spring Conference
 | 1. 10/31/18
2. 6/30/19
3. 5/31/19
4. 6/7/19
	1. 8/25/19-9/2/19
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| **Strategic Outcome: FUTURE (BIG GOAL – GWR BOD)****We will enter our 2nd century able to serve more women & girls who face obstacles through our Dream Programs** |
| **Objectives** | **Strategies** | **Tactics** | **Timeframe** | **Done?** |
| 1. Improve cultural readiness to shift our program focus
 | 1. Ensure GWR is prepared to support SIA’s next Big Goal: Invest in the Dreams of 1/2 million women and girls through access to education
2. Mobilize support for our strategic direction-that our clubs support the strategic direction
3. Align club work to focus on Dream Programs
 | 1. Monitor the number of women and girls impacted by club activity
	1. Create an Infographic to display on the GWR website
2. Provide coaching to clubs on how to transition existing activities into the Dreams program format:
	1. Provide a presentation at Fall Meetings on the next Big Goal
	2. Address any questions that arise from the Next Big Goal discussion
3. Ensure that clubs are reporting to SIA their impact
	1. Create a criteria in the Healthy Club Survey for clubs to report to GWR how many women they are impacting annually
 | 1. Ongoing
2. Oct 2018 and ongoing
3. 2/1/19
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