



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.®

## FY22/23 Strategic Plan

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### 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.

### Strategies

- Increase and diversify donor asks in support of the Dream Big Campaign, 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.

### 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.

## 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.