SOROPTIMIST
Best for Women®

Improving the lives of women and girls through programs leading to social and economic empowerment.

SOROPTIMIST INTERNATIONAL OF THE AMERICAS

Strategic Plan SI Chico 2018-2019

VISION

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

MISSION

Soroptimist improves the lives of women and girls through programs leading to social and economic empowerment.

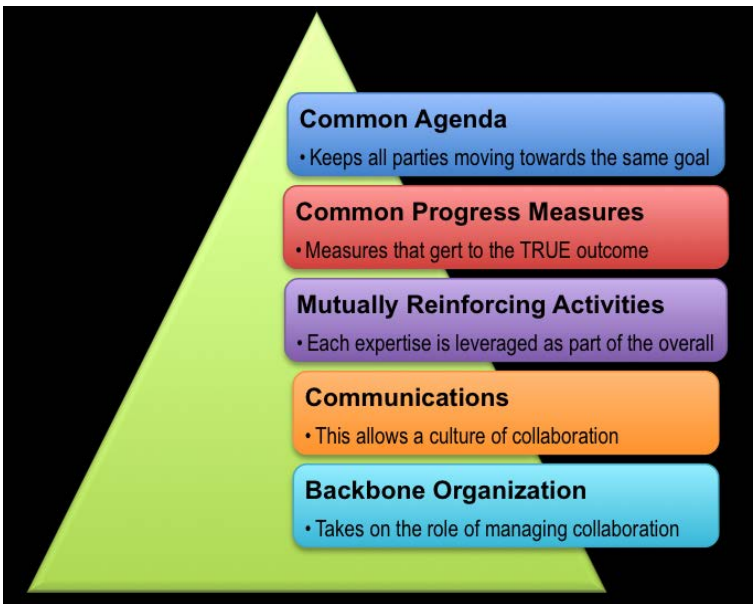
CORE VALUES

Soroptimist International of the Americas is committed to:

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

BIG GOAL

Increase Collective Impact



STRATEGIC OUTCOMES for SI Chico

SI Chico Program

Provide a sustainable impact on the lives of women and girls by focusing on the Dream Programs.

Objectives and Strategies

1. Live Your Dream: Education and Training Awards for Women.
    a. Give multiple awards
    b. Publicize this program in the greater community.
    c. Approach community leaders to seek a greater pool of applicants via larger mailing.
2. Dream It, Be It: Career Support for Girls.
    a. Continue partnering with Soroptimist Bidwell Rancho with Dream it Be it at Fairview
    b. Develop a three-year plan to include possible expansion to other schools.
    c. Encourage positivity within the membership about the great results the come from the program. Provide support and training for members willing to help with DIBI.

3. Stop Sex Trafficking:
    a. Sit on county commission in Oroville
    b. Have a program at club to inform members
    c. Reach out to law enforcement, offer hands on assistance and seek local events that are working to prevent sex trafficking.

4. Participate in Region program – Region project TBA
    a. Host an evening Dress a girl event to continue to support this cause.

SI Chico Membership

Our members and supporters will find value through engagement with the SIA mission.

Objectives and Strategies

1. Enhance the understanding of club members about the value of contributions to our federation through Club Giving.
    a. Educate Club about the Diamond Campaign

2. Enhance the ability of our club to increase membership.
    a. Focus on enhancing the sponsor/newbie relationship and mentorship by more senior members.
    b. Hold two recruitment events, a luncheon and a Sunday mixer at Leon Bistro
    c. Goal of 15 new members during 2018-19
    d. Invite past award recipients to join club
    e. Approach Chico Welcome Wagon and Newcomers club about including brochures in their packets.
    f. Increase the number of younger potential members via Chico State, Sororities, Active 20/30 Club, local woman owned businesses and Chico Chamber.

2. Increase opportunities to engage with our region and federation.
    a. Provide scholarships to new members to fund attendance at region conferences during their first year.
3. Increase our club's retention of members.
    a. Track Meeting Attendance. Reach out to members not attending. Reward attendance with drawings in December and June
    b. Provide leadership training, co-chair training and mentoring opportunities for members to encourage continuity and confidence in leadership positions.

SI Chico Public Awareness

Our club is recognized for its efforts to improve the lives of women and girls, both locally and at region and federation levels.

Objectives and Strategies

1. Increase local community awareness of the Soroptimist brand and our mission.
    a. Promote the efforts of our SI Chico Team at The Walk to End Alzheimer's
    b. Try to get more publicity in news venues. Tell our story! Consider having a specific spokesperson to be "the face" of our club to create recognition.
    c. Have more hands-on projects in our community
    d. Outreach at Farmers markets, in local magazines like Upgraded Living and Chico ER
    e. Have a monthly Soropti-wear day
    f. Partner with Bidwell Rancho to create awareness
    g. Implement Emergency Protocol, taking the lead in partnerships with other service organizations and promote this effort in the news.
2. Keep our website and ***public*** Facebook page updated. Consider use of Yelp, Meetup, Optimizing Google searching,
3. Begin planning for and promotion of 100th Anniversary Joint Project with Bidwell Rancho
    a. Create Ad-hoc committee to seek ideas and proposals
    b. Have committee develop a plan for raising funds and project implementation in 2021
4. Submit our club for Celebrating Success Awards
    a. Program
    b. Fundraising
        i. Give 10% of Fall Fundraiser
    c. Public Awareness
        i. Wear branded logo, get out in community, more hands-on projects
    d. Membership

SI Chico Fundraising

Our membership will financially support our local, region, and federation programs.

Objectives and Strategies

2. Conduct two fundraising events in our local community. Dueling Pianos and Epicurean Rendezvous.
   a. revamp sponsorship procedures to allow donors to sponsor specific programs (Live Your Dream, Presidents Project etc..).
   b. Work to partner with existing corporate philanthropy programs that may offer matching donations.
3. Host a Hilarity for Charity Event conducted by President's Project Committee to raise money for Alzheimer's Research.
4. Assess current fundraisers and propose plan for 2019-20
5. Increase funds raised by applying for grants and sponsorships for our club.

   a. SI Chico to apply for 1-3 grants this year