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

Sierra Nevada Region Strategic Plan 2018-2020

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, Sierra Nevada Region, is committed to:

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

IMPACT (PROGRAM)

Sierra Nevada Region will work to provide a sustainable impact on the lives of women and girls who face obstacles such as poverty, violence and teen pregnancy.

Objective 1: Sierra Nevada Region will increase the impact of the Live Your Dream (LYD) program through an increase of 2% in the number of awards given by clubs and an increase of 2% in the total amount of awards given by clubs during the 2018-2020 Biennium.

Strategies: The LYD Chair will coordinate and contribute to the LYD award process to improve communication and club participation in the LYD program.

Tactics: The LYD Chair will:

- Communicate with LYD District representatives.

- Work with Clubs to distribute LYD flyers, directing applicants to the SIA-LYD on-line application process.
- Communicate with the LYD District representatives on excess or lack of application by January 10th of each year.
- Share LYD information throughout the Region through social media, E-Blast and website.
- Promote the on-line application and provide feedback on the application process.
- Provide information to the clubs on budgeting for additional awards and increasing award amounts at District Meetings and Soroptimist Development Retreat ("SDR").

Objective 2: Sierra Nevada Region will increase the impact of the Dream It, Be It (DIBI) program by increasing the number of clubs with programs by 50% before the end of the 2018-2020 Biennium.

Strategies: The DIBI Chair will coordinate and contribute to the creation of additional DIBI programs and improve club's understanding of how to create a DIBI program and how to convert existing programs into DIBI programs.

Tactics: The DIBI Chair will:

- Assist clubs to empower more girls through the DIBI program.
- Support the focus on target population of girls enduring poverty, violence and teen pregnancy.
- Monitor clubs in their compliance with SIA's procedures and local laws when "Working with Youth."
- Provide training in creating a program and promoting such programs in the communities using public awareness materials and social media at Conference, District Meetings and SDR.
- Monitor the new programs through the online database.

Objective 3: Sierra Nevada Region Board will increase engagement in the LYD program by creating a new Region project to secure donations and/or sponsorships to increase the awards given to the Region LYD awardees by the end of the 2018-2020 Biennium.

Strategies: The SNR Board will increase engagement by increasing the amount the Region awardees receive. The Region Board along with the Program Chair and the LYD Chair will share information to secure additional donations and/or sponsors for the LYD program.

Tactics: The Region Leadership will:

- Solicit additional resources through donation and/or sponsorship.
- Revise budget to allocate more resources for the LYD Region awardees.

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Objective 4: Sierra Nevada Region will increase club engagement in the DIBI program by 50% before the end of the 2018-2020 Biennium.

Strategies: The Program Chair and the DIBI Chair will support clubs in participating in another Club's program or creating a DIBI program or modifying a current program to meet the objectives of the DIBI program. They will assist clubs to cultivate partnerships to deliver DIBI with other Clubs, outside organizations, education institutions, professional or business entities.

Tactics: The DIBI Chair, with the support of the Program Chair, will:

- Provide recognition incentives for clubs to participate in another clubs' program or creating a new DIBI program.
- Provide training on the DIBI program at District meetings and SDR.
- Encourage clubs to form a committee to conduct a community assessment and consider potential community partners when creating its DIBI program.
- Encourage clubs to partner with neighboring clubs if the club does not have the resources to put on its own DIBI program.
- Assist clubs to cultivate partnerships to deliver the DIBI with other organizations, education institutions, professional or business entities.

ENGAGEMENT (MEMBERSHIP)

Sierra Nevada Region members and potential members will find value through engagement with our mission.

Objective 1: Sierra Nevada Region will increase membership by forming 2 new clubs by the end of the 2018-2020 Biennium.

Strategies: The Membership Chair will engage districts to leverage their experiences using Soroptimist International materials to charter and mentor new clubs.

Tactics: The Membership Chair, with the support of the Region Leadership, will:

- Emphasize through District Meetings and SDR how focusing on the Soroptimist Mission impacts our ability to grow new clubs, thereby recruiting new members.
- Seek, support and mentor individuals and clubs interested in chartering new clubs.
- Educate existing members and clubs through District Meetings and SDR about the benefits of new club formation in order to engage members to support the mission.
- Identify and target possible workplace club locations in collaboration with Districts and clubs.
- Provide training/education at District Meetings and SDR about alternative club formats encouraging members to seek and recognize opportunities for workplace clubs, and hybrid traditional and virtual club models.

Objective 2: Sierra Nevada Region will increase membership by 2% before the end of the 2018-2020 Biennium.

Strategies: The Region Board and Membership Chair will support clubs in recruiting new members and retaining existing members by fostering an atmosphere of engagement and respect.

Tactics: The Membership Chair, with the Support of the Region Leadership, will:

- Work with clubs in strategizing on recruiting programs and events to increase membership and provide training at District Meetings and SDR.
- Provide training at District Meetings and SDR in heightening member satisfaction through increased flexibility in member participation.
- Share information with all members and clubs in a timely manner.

Objective 3: Sierra Nevada Region will increase the quality of engagement within our Region striving for an increase of positive experience by 5%, measured by comparing a survey to be done in 2020 with a survey done in 2018.

Strategies: The Membership and Region Board will support clubs in expanding an enjoyable and civil member experience through communicating value to members while understanding the club experience as reported by membership surveys.

Tactics: The Membership Chair, with the support of the Region Leadership will:

- Train club members and officers on how to utilize Soroptimist Orientation and Leadership Training (SOLT) strategies.
- Foster a greater diversity in club membership.
- Enhance and recognize efforts to identify and promote positive behaviors among members.
- Conduct individual surveys at the club level to determine and improve club satisfaction.

Objective 4: The Region Board will increase the Region's leadership pool by 5%, to be measured by the increase of those running for board positions in the 2020-2022 Biennium versus the mostly unopposed slate in the 2018–2020 Biennium. .

Strategies: The Region Board will identify and mentor members who express a desire or exhibit leadership qualities to serve in leadership positions.

Tactics: The Region Board will:

- Share amongst the membership the need for leaders, what the respective roles require and make assurances that the leadership serves as a team.
- Provide leadership training at District Meetings and SDR so that anyone interesting in serving in a leadership role may gain insight and training before committing to run for a position.
- Provide information to anyone interested in running for a position on the board.
- Maintain records and information on their respective positions to turn over to the new board as a means of mentoring.

RECOGNITION (PUBLIC AWARENESS)

Sierra Nevada Region will be recognized for its efforts to improve the lives of women and girls through education and empowerment.

Objective 1: The Sierra Nevada Region will increase awareness of the Soroptimist brand and mission by 10% before the end of the 2018–2020 Biennium, as measured by an increase in development and use of websites and social media by members, clubs and the Region.

Strategies: The Public Awareness Chair will support Clubs to promote Dream Programs within the Region and by developing a strong website and social media presence.

Tactics: The Public Awareness Chair will:

- Support the use of the Region website and social media as a communication tool, promotional tool and educational tool for both members, clubs and their local communities.
- Encourage increased use of social media as communication and public awareness tools by the clubs through development of their own website and social media outlets with training at District Meetings and SDR.
- Promote use of new SIA marketing materials, webpage design and links to social media to clubs and members as a simple and cost-effective way to promote the Soroptimist brand and our mission in a professional and engaging manner.
- Provide education to clubs and members on the importance of protecting the Soroptimist brand and trademarks through training at District Meetings and SDR.

Objective 2: The Sierra Nevada Region will increase recognition of Soroptimist and our mission in local communities through increased development and use of local websites and social media by 10% of the clubs by the end of the 2018-2020 Biennium.

Strategies: The Public Awareness Chair will support Clubs to embrace and implement SIA's branding and recognition strategies in order to promote the impact of their local Dream Programs.

Tactics: The Public Awareness Chair will:

- Provide assistance and education to clubs and members at District Meetings and SDR to promote *Live Your Dream.org* to members and their local communities through the development of social media and websites.
- Teach clubs and members how to use public awareness tools provided by Soroptimist International of the Americas through training at District Meetings and SDR.
- Teach clubs and members at District Meetings and SDR how to promote fundraisers and service projects through traditional means and social media.
- Assist clubs and members through training at District Meetings and SDR to publish club information regularly using traditional means or social media.
- Share with clubs and members at District Meetings and SDR how to use SIA templates and promotional pieces for club brochures, presentations, and recruiting material.

PHILANTHROPY (FUNDRAISING)

Sierra Nevada Region will support SIA's organizational goal of increasing collective impact by encouraging clubs to attract more financial support.

Objective 1: The Sierra Nevada Region Board will increase financial support of Soroptimist's philanthropic programs by encouraging Clubs to increase club giving by 10% before the end of the 2018-2020 Biennium.

Strategies: The Region Board and Fundraising Chair will encourage clubs and members to contribute at least 10% of locally raised funds to support the Dream Programs, and to encourage members to make SIA a recipient of their philanthropic intent. The Region Board and Fundraising Chair will promote the understanding of the impact of Club Giving, promote membership in the Laurel Society and Laurel Legacy and promote the impact of contributing to Founder's Pennies.

Tactics: The Region Board and Fundraising Chair will:

- Encourage members to make Soroptimist their philanthropic choice through education and philanthropic opportunities at Conference, District Meetings and SDR.
- Foster a culture of giving by the region, clubs and members at every level of the organization.
- Educate clubs and members to think "Soroptimist First" when considering support for international projects, disaster relief, and/or mission-focused local projects.
- Educate members on how funds raised through Club Giving are used to further the Soroptimist mission.
- Promote increasing club giving in clubs' budgets.

FUTURE

Sierra Nevada Region will enter the organization's second century able to serve more women and girls who face obstacles such as poverty, violence and teen pregnancy through our Dream Programs.

Objective 1: The Sierra Nevada Region will increase the cultural readiness to support SIA's next Big Goal: Invest in the Dreams of half a million women and girls through access to education.

Strategies: Support Clubs to ensure the region is prepared to support the Big Goal, mobilize support for our strategic direction, align Region work to focus on Dream Programs and ensure a sound infrastructure and resources to protect all Soroptimist assets.

Tactics: The Region Board will:

- Align club work to focus on brand-unifying Dream Programs.
- Stay in contact with club presidents and treasurers to assure sound financial practices and provide training at SDR.