



STRATEGIC PLAN 2010-2011

VISION

Be the leading international organization of business and professional women united through volunteer efforts to enable women and girls to live their dreams, take control of their lives, and live according to their own values.

MISSION

To improve the lives of women and girls in local communities and throughout the world.

CORE VALUES

Soroptimist International of the Americas is committed to:

- the belief that all women deserve to lead full and productive lives
- women helping women
- international diversity and fellowship

STRATEGIC OUTCOMES

1. Program

Soroptimist programs and initiatives will enable women and girls to achieve social and economic empowerment.

2. Membership

Soroptimist will be a thriving organization of clubs and members committed to the mission.

3. Public Awareness

Soroptimist will be known for its efforts to help women and girls achieve social and economic empowerment.

4. Fundraising

Sufficient funds will exist for Soroptimist to accomplish the mission.

5. Mission Support

SIA will enable its constituents (clubs, regions, SI) to achieve the mission by providing volunteer support and a sound infrastructure.

PROGRAM, Goal #1

Soroptimist programs and initiatives will enable women and girls to achieve social and economic empowerment.

Objectives

1. Increase the ability of women and girls to achieve social and economic empowerment.
2. Increase the impact of local-level projects that improve the lives of women and girls.
3. Enhance Soroptimist's status as a trusted resource on empowerment for women and girls.

MEMBERSHIP, Goal #2

Soroptimist will be a thriving organization of clubs and members committed to the mission.

Objectives

1. Heighten member satisfaction with the Soroptimist experience.
2. Enhance ways in which interested women can engage with Soroptimist.
3. Increase number of clubs utilizing an effective club model.

PUBLIC AWARENESS, Goal #3

Soroptimist will be known for its efforts to help women and girls achieve social and economic empowerment.

Objectives

1. Enhance the ability of regions/clubs/members to raise awareness of Soroptimist in local communities.
2. Increase activities to promote awareness of Soroptimist and its mission at the federation level.

FUNDRAISING, Goal #4

Sufficient funds will exist for Soroptimist to accomplish the mission.

Objectives

1. Increase internal financial support from members, clubs and regions for SIA programs.
2. Grow external private and corporate relationships as a source of funding.

MISSION SUPPORT, Goal #5

SIA will enable its constituents (clubs, regions, SI) to achieve the mission by providing volunteer support and a sound infrastructure.

Objectives

1. Improve support for SIA's essential operations and activities.
2. Increase leadership resources, tools and educational training to clubs, regions, and the federation.
3. Intensify efforts to focus engagement with SI on mission-focused (program) activities.