

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

## Soroptimist International of the Americas

Recruitment Tip: Gain Members and Raise Awareness through LiveYourDream.org

Are you looking for ways to complement your club’s efforts to support women and girls to live their dreams?

Take a tip from Vera Sunada, 2013-2014 president of SI/Rio Vista, CA, who adopted “Raise Awareness through LiveYourDream.org” as her motto!

LiveYourDream.org is SIA’s online platform. One of [**LiveYourDream.org**](http://www.liveyourdream.org)’s goals is to help clubs increase awareness of the Soroptimist mission in a fun and inspirational way. The hope is that people introduced to the LiveYourDream.org concept will, at the very least, become part of a club’s extended network.

During the summer, SI/Rio Vista club members distributed LiveYourDream.org postcards throughout the community to connect with like-minded individuals who dream of making a better world for women and girls. Utilizing a variety of Live Your Dream-branded events—Live Your Dream Art Contest, Live Your Dream Art Exhibit and a Soroptimist “Live Your Dream” Float at Rio Vista’s Annual Bass Derby Parade—the club successfully increased views on its Facebook page and website, increased attendance at local events, expanded its network of award candidates, and generated an enthusiastic network of club *LiveYourDream.org* supporters/volunteers.

SI/Rio Vista’s group of 32 “Dreamers” are available to assist club members in a variety of ways that can be tailored to their individual time, interest and involvement level of choice.

The club’s “Dreamers” receive regular communications via email to keep them updated about events, projects and programs. They are also invited to evening socials where they are introduced, acknowledged and made to feel welcome and appreciated.

SI/Rio Vista has proudly shared news of a newly inducted member (and former member) from the ranks of their Dreamers. “Our club has only found success with LiveYourDream.org!” stated 2013-2014 President Vera Sunada.

Kudos to SI/Rio Vista for using the LiveYourDream.org strategy exactly as intended. Try using some of these strategies in your own club! Also, check out the [**LiveYourDream.org Guidebook for Clubs & Members**](http://www.soroptimist.org/members/liveyourdream/liveyourdream.html) and the [**LiveYourDream.org Engagement for Clubs Video**](http://youtu.be/TPVLb3C-cpw)for some more ideas and tips.

Discovering creative ways to engage supporters and volunteers can build on the club’s efforts in the community—and that is a win-win for Soroptimist!