



SOROPTIMIST  
Best for Women®

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

## SOROPTIMIST INTERNATIONAL OF THE AMERICAS

### Recruitment Tip: Celebrating Membership Successes!

During the Soroptimists Celebrating Success Awards, clubs have the opportunity to share their most outstanding club projects. In the membership category, several excellent events and recruitment ideas were submitted from across the federation. Take a peek at what a few of our successful clubs have been up to! All of these clubs were regional SCSA finalists in 2016-2017.

- **Founder Region: SI Rio Vista, CA (Federation Honorable Mention)**
  - SI Rio Vista paused to consider their average club age in light of the fact that their community population is 50% seniors and decided to increase efforts to recruit younger members. They concentrated initial efforts on connecting with younger seniors at a nearby adult community. Through articles in the local paper, attending chamber meetings, a revamped website, and more posts to Facebook, SI/Rio Vista recruited 12 new members, a 36% increase in membership.
- **Camino Real Region: SI Manhattan Beach, CA**
  - SI Manhattan Beach took a more casual approach to meeting potential members by hosting a “Getting to Know You” Happy Hour. Prospects were invited to come and go at any time during the two-hour event, providing flexibility for women with busy schedules. This was appealing to potential members because they saw how the club can incorporate itself into their busy lives – and three prospects joined!
- **Japan Nishi Region: SI Iwami**
  - SI Iwami was approaching its 20<sup>th</sup> anniversary this year and made tremendous recruitment efforts within the period of one month! The club agreed ahead of time that they would not postpone the deadline to meet their goal, and having a hard deadline gave their club members more motivation to recruit. The club prepared for their recruits by revising their member bylaws and focusing on member orientation and education – and was rewarded by the addition of 5 members within the month!
- **Midwestern Region: SI Kenton/Hardin County, OH**
  - SI Kenton/Hardin County collaborated with their local gym to hold a recruitment event, building on the passion of several current members for health and fitness. During the event, the club distributed Soroptimist 101 and explained our mission to improve the lives of women and girls. Several attendees were interested in joining, and at the end of the night, the club held a door prize drawing for nonmembers. The prize was a Soroptimist membership – and the woman who won has been very active in the club since joining!
- **South Atlantic Region: SI Kent & Queen Anne’s Counties**
  - SI Kent & Queen Anne’s Counties participated in Queen Anne’s Annual 4-H Fair. They set up a booth and passed out brochures, membership information, upcoming event flyers, and Live Your Dream Award applications. They reached a large pool of potential members – with 20,000 attendees at the fair! Member

Tammy Wiltbank expressed, "I spoke with a group of young ladies about our mission...They had not heard of us before and were very excited."

As you consider implementing strategies like these to boost recruitment efforts in your own club, remember the next steps to retaining new members start right away! Follow the lead of our federation finalist as you recruit and engage all of your members in a rewarding club experience!

- **Desert Coast Region: SI Oceanside-Carlsbad, CA (Federation Finalist)**

- SI Oceanside-Carlsbad realized they were not effectively retaining members and made a few changes. Attendance at meetings is no longer mandatory, but they advocate the philosophy that the more you do, the more you'll enjoy your membership! Additionally, payment for lunch meetings is only required as you attend, and is no longer included in annual dues. To connect new members, they began a lunch orientation program where seasoned members meet with new members and provide information about Soroptimist International of the Americas, Desert Coast Region, the district, and specific ways to get involved in the club. New members now comment on the energy and welcoming attitude of the club!