



Soroptimist is a global volunteer organization that provides women and girls with access to the education and training they need to achieve economic empowerment.

SOROPTIMIST INTERNATIONAL OF THE AMERICAS

Region Roadmap

IMPACT:

- Encourage clubs to make the Dream Programs the center of their program work.
- Celebrate the global impact of our Dream Programs.
- Align all region projects or programs with our mission to provide women and girls with access to the education and training they need to achieve economic empowerment.

ENGAGEMENT:

- Encourage clubs to achieve an 85% or better retention rate.
- Collaborate regionally to charter 15 new clubs or more across SIA.
- Leverage SIA leadership development resources (e.g. Role Delineation Study) to develop effective leaders.

RECOGNITION

- Encourage clubs to promote the impact of our Dream Programs in their local community.
- Ensure clubs implement SIA's [brand standards](#) to bolster a consistent global identity throughout SIA.
- Encourage clubs to follow SIA on social media and share SIA's content.

PHILANTHROPY

- Increase contributions through individual and club giving to support our global Dream Programs.
- Make SIA the region's cause of choice.

FUTURE

- Encourage clubs to align their resources to support our Big Goal.
- Ensure all region projects, initiatives and fundraising efforts are supporting our Big Goal.