

Renaissance Campaign Launched!

At the 2004 Convention in Calgary, SIA launched a 5-year plan for renewal called the Renaissance Campaign. The campaign was first previewed to the 2004-2006 Region Governors at the Governors Round Table preceding convention. They gave some valuable suggestions to President-elect Vicki and Executive Director Leigh who made the presentation to the members at the opening general session. Patti LaBelle's "New Attitude" got the delegates on their feet and ready to embrace some new thinking about our organization.



The goals for the campaign were developed by the board of directors in consultation with the fund development council, staff, and past and current leaders over the course of several months spent studying the results of the membership/marketing research project conducted by Kerr-Downs.

The findings and recommendations of the research were reported out in two issues of the magazine. Some members apparently assumed that the board of directors was going to implement the recommendations of the research firm as they were published. While some of the recommendations were quite suitable and relatively easily implemented (upgrade the web site, new logo and tag line), others like the fundraising ideas, were deemed inappropriate for Soroptimist clubs and culture. The federation board and staff worked diligently to propose a plan of action based on what the members and prospective members told them in the research study, but requested input and wanted to obtain member support before committing federation resources to an ambitious undertaking.

At language-based breakout groups following the launch of the Campaign, convention attendees were asked about their general reaction to the Campaign and its objectives to:

- Increase membership numbers
- Increase member satisfaction
- Increase club participation in Soroptimist projects
- Increase public recognition of the Soroptimist name and mission
- Increase our financial ability to serve women and girls through Soroptimist programs

The group facilitators reported that the members' response to the campaign was quite positive and that the objectives were both worthy and achievable.

The Renaissance Campaign relies on improvements in 4 inter-related aspects – program, membership, fundraising and public awareness. Improvements in program mean having more impact with our mission to improve the lives of women and girls. More impact means better public awareness, which means enhanced fundraising capability and member recruitment. More members and more money to devote to program means we can do even more to improve the lives of women and girls.

Each level of the organization (federation, region, club) is responsible for assuring a more efficient use of financial and volunteer resources and for working together with more synergy in order to be successful. The goals of the campaign are overall Federation goals to be achieved by 2009, but clubs will have to support these goals to make them a reality.

The Federation goals for each of areas were deemed realistic and achievable by 2009:

PROGRAM

- 100% of clubs will give a Women's Opportunity Award.
- More than 90% of clubs will conduct and report at least one other project that benefits women or

girls.

- More than 90% of clubs will support at least one SI project.
- There will be an involved, influential SIA Program Council.

MEMBERSHIP

- There will be 50,000 members.
- 250 new clubs will be chartered.
- There will be 5,000 Soroptimist Associates.
- 5,000 new members will be recruited annually.
- The average age will be less than 58.

FUNDRAISING

- Total contributed income will be the largest course of revenue to SIA.
- 100% of clubs will include SIA in their annual budget (contribute through the Club Campaign).
- 100% of clubs will participate in Founders Pennies.
- Soroptimists will make SIA their annual charity of choice through the Laurel Society.
- Corporate sponsorships and grants will be at least 5% of SIA's total budget.

PUBLIC AWARENESS

- Name recognition will increase 5%.
- More than 50% of non-members who know the name will associate it with the mission.
- More than 50% of clubs will give 3 or more presentations to outside groups annually.
- More than 50% of clubs will place 5 or more press releases, ads, or public service announcements locally each year.

The breakout groups then discussed the challenges facing the federation in achieving these goals and submitted ideas about what tools and resources that clubs would need to overcome the barriers. Suggestions for club awards and recognition were solicited and a draft copy of the club award form was reviewed. Clubs agreed that the simplified form was an easy way to report activities that a club in support of the campaign would undertake. The form is now available on the website and clubs are asked to report before June 1, 2005.

The Renaissance Campaign presentation has been made available to region governors to use at district or upcoming region meetings along with campaign buttons and pledge cards. Join the Soroptimist Renaissance Campaign!