



SOROPTIMIST®
Investing in Dreams

Membership Engagement

The Power of You, The Power of Engagement

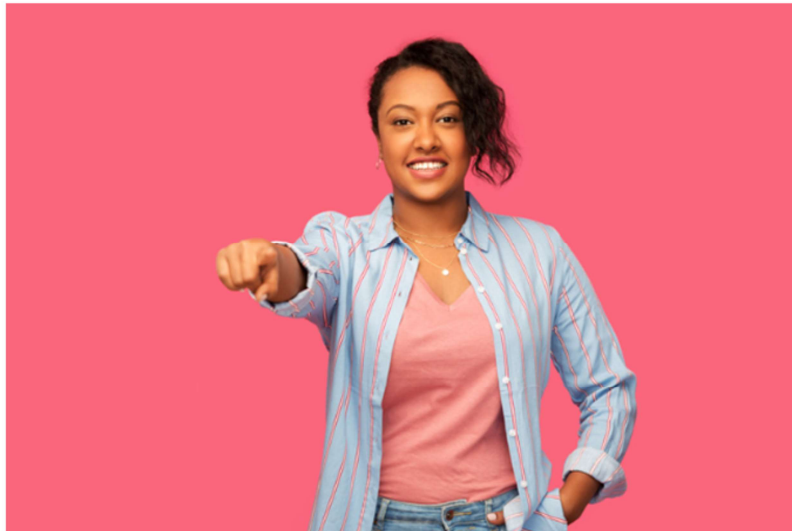


Lyn Lurbe, Founder Region Membership Chair

Aloha Founder Region Members!

My name is Lyn Lurbe,
your 2022-2024
Region Membership Chair.

YOU!



2023 Region Meeting

Membership Engagement The Power of YOU and the Power of Engagement

Membership is the lifeblood of our organization.

Without members, we are not able to run our clubs, our region, our federation, or the women and girls we serve.

The best way to attract new members is by sharing your personal story, and one way to do this is to have an elevator speech featuring YOU already prepared.

Elevator Speech

- Keep it brief – 30-60 seconds
- Make it personal – share your personal story
- Be positive and persuasive
- Practice



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Imagine stepping onto an elevator carrying a Soroptimist tote bag or wearing a Soroptimist tee shirt, and someone says, “Excuse me, What is Soroptimist?” and you only have a few seconds to tell them about the organization before they exit. What are you going to say?

Well, before we determine what you will say, let’s review what an elevator speech is. An elevator speech is a quick synopsis of our organization and our purpose. It’s called an elevator speech because it should be short enough to present during a brief elevator ride. Done correctly, this short speech helps to introduce our organization, its value and a bit about you.

So, don’t shy away from your own personal elevator speech, practice it and use it at every opportunity.



Sample Elevator Speech:

- **Soroptimist is a global volunteer organization** providing women and girls with access to the education they need to achieve economic empowerment.
- Our big goal is to invest in the dreams of half a million women and girls by 2031. Since 1972, we've distributed more than \$30 million in education awards to 30,000 women through our **Live Your Dream program**.
- In addition, our **Dream It, Be It program** provides girls with the tools they need to achieve their education and career goals. Both programs are designed to help break the poverty, violence, and abuse cycles.
- I'm <<your name>>, and I'm a <<your role>> in Soroptimist. I believe in our mission because <<your why>>.

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Here are examples of elevator speeches you can customize and make your own:

- **Soroptimist is a global volunteer organization** providing women and girls with access to the education they need to achieve economic empowerment.
- Our big goal is to invest in the dreams of half a million women and girls by 2031. Since 1972, we've distributed more than \$30 million in education awards to 30,000 women through our **Live Your Dream program**.
- In addition, our **Dream It, Be It program** provides girls with the tools they need to achieve their education and career goals. Both programs are designed to help break the poverty, violence, and abuse cycles.
- I'm <<your name>>, and I'm a <<your role>> in Soroptimist. I believe in our mission because <<your why>>.

Your elevator speech can be the key to attracting new members. So next time you're presented with the opportunity to share about our organization, be sure you are ready.

Mentoring in Three Simple Steps

1. Befriend a newer or younger member.

2. Identify and accomplish goals.

3. Follow-up

iMPROVE
DEVELOP
TRAINING
MOTIVATE
COACHING
iNSPIRE



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After attracting new members and once they join, we should be mentoring them. Mentoring doesn't have to be overcomplicated and when it is, it makes it more difficult for members to participate. SIA suggests this simple three step process, that can be used even when your club doesn't have a more formalized mentoring program.

Step one: Befriend a newer or younger member in your club. Get to know the mentee and encourage them to get involved in the club and perhaps even the region. Establish trust and a friendship during this phase.

Step two: Identify/review the club/organization's goals and create ways to support each other in accomplishing the them. Through these learning opportunities, you are actively mentoring and developing the newer or younger member.

Step three: Check-in on a regular basis with your mentee to see how its going and how they're progressing toward aspirations shared during phase one.

You can use this three-step process as is or customize it to meet your needs.

New Member Orientation

- History of Soroptimist
- Mission, Vision and Strategic Plan
- Organizational Structure
- Roles & Responsibilities
- Hot Links on www.soroptimist.org



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In the fiscal year 2024-2025, SIA will be launching a new member orientation. This year, the SIA staff and region membership chairs will solicit member feedback on what you think should be included in this new member orientation.

Here is what has been identified to date:

- **History of Soroptimist.** We'll review what has been written so the members understand how Soroptimist began and developed through the years.
- During the **vision, mission and strategic plan** we'll cover our federation's mission and what our key focus is.
- **Organizational structure** will provide insight into the structure of Soroptimist International and SIA.
- **Under roles and responsibilities**, new members will gain insight into what club, region and federation leaders are responsible for and how they interface with SIA staff.
- Finally, we'll review popular areas on **SIA's website**.
- If you think more information should be added to what is already on this slide, please email your feedback to Iesha (SIA's Chief Impact and Engagement Officer) at iesha@soroptimis.org,



Thank You!

**Thank you
for your time.**