



# Membership 2012-2014

South Atlantic Region  
Soroptimist International of the Americas,  
Inc.  
Spring Conference, 2014

SAR Membership 2012 - 2014



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# Outline

- ❖ SAR Information
  - ❖ Current status on goals set for 2012-14
  - ❖ Vision for new club
  
- ❖ SIA Information
  - ❖ Changes to be voted upon at Convention

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## SAR Membership in March 31, 2014

- Number of clubs → 26
- Number of members → 624
- Location of clubs

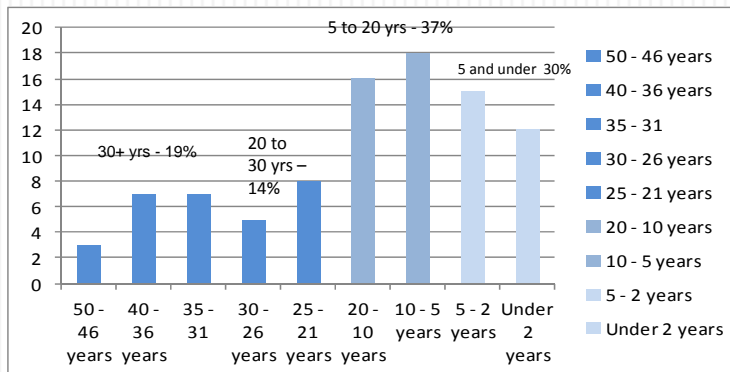
State	Number of clubs
Maryland	14
North Carolina	2
South Carolina	1
Virginia	8
West Virginia	1

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## Membership Demographics

### How long been a member?



91 represents 14% of members on roll in October 2012

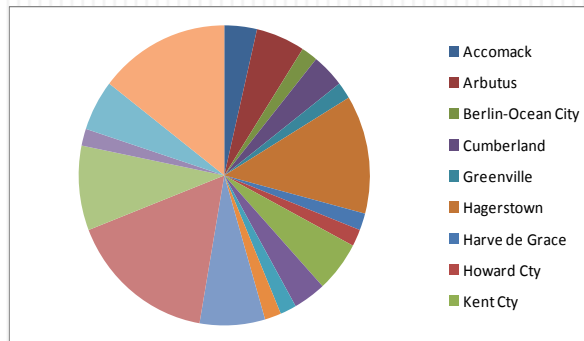
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## Membership Survey

### Who participated in survey?

18 clubs participated for total of 91 entries



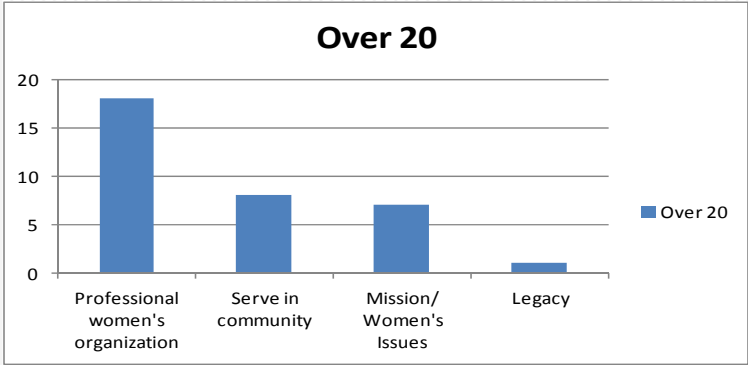
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# Membership Activities

- Gather information to maximize our efforts (cont'd)

- What attracted you to SI?



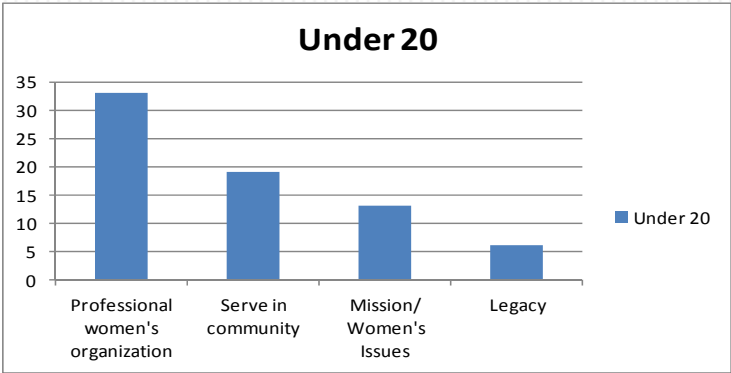
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# Membership Activities

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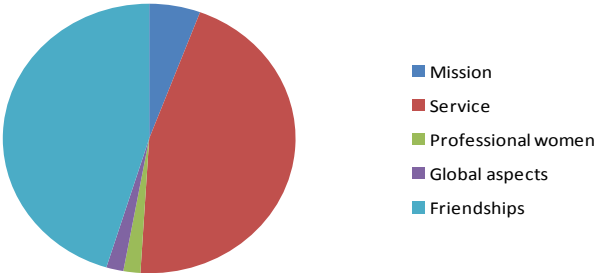
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# Membership Survey

■ What do you enjoy most about being a member?

## Over 20



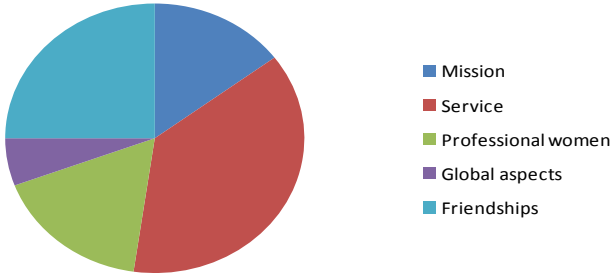
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# Membership Survey

■ What do you enjoy most about being a member?

## Under 20



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## SAR Strategic Plan Goals for Membership 2012-2014

- Increase total membership 10% each year
- Recruit four (4) new members into each club annually
- Increase retention rate to 85% or higher
- Charter one club

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## SAR Strategic Plan Goals for Membership 2012-2014

- **Increase total membership 10% each year**
  - ✓ May 31, '12 - March 31, '13 – 70 new members
    - 10% gain!
  - ✓ May 31, '13 – March 31, '14 – 63 new members
    - Another 10% gain!

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## SAR Strategic Plan Goals for Membership 2012-2014

Recruit four (4) new members into each club annually

- ★ > SI/Alexandria, VA → Seven (7)
- ★ > SI/Upper Montgomery Cty → Seven (7)
- ★ > SI/Kent County, MD → Four (4)
- ★ > SI/Salisbury, MD → Four (4)

Added members: SI/Arbutus (2), SI/Hagerstown, MD (1), SI/Harve de Grace (1), SI/Manassas (2), SI/Raleigh (3), SI/Salisbury (1), SI/Talbot County (3), SI/Woodbridge (2)

Two unchanged: SI/Bowie-Crofton (21), and SI/Frostburg (39)

(September, 2012 and March, 2014)

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## SAR Strategic Plan Goals for Membership 2012-2014

- Increase retention rate to 85% or higher
- Ten clubs have fewer members as of March 31, 2014 than September 30, 2012.
  - Current retention rate is \*80% [ 83%]
    - Terminated - 131 members
    - \*Disbanded Washington, D.C. club (25)

■ Note: Most current information from SIA is March 31, 2014. Adjusting for losses and additions in 2012 prior to September 30, 2012, forms the basis for these figures.

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## SAR Membership Change

**Gained 133 new members**



**Lost 239 members**

· Based upon May 31, 2012 to March 31, 2014

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## SAR Strategic Plan Goals for Membership 2012-2014

- Charter one club in biennium
  - Club area identified – online club
    - Prospects who do not live near a local club
    - Prospects with constraints of family or time
  - Interested in helping?
    - Each club is invited to mentor one of the new SI members in the online club.

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## How would online club operate?

### Meetings

- Monthly via electronic means
- In person at Fall meeting; Spring Conference

### Service Program

- SIA WOA – candidates across the region
- Live Your Dream initiatives
- Support service project of region club
- Serve as a resource for local clubs
- Initiate own based upon interests of members
- Coordinate region “projects”

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## How would online club operate?

### Meeting Content

- Interactive leadership topics
- Share in webinars on desired topics and discuss
- Member-led “book” reviews
- Business of club

### Fundraising

- “Sell” items
- Member contributions
- Sponsors
- Grants

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## How would online club operate?

### Communication Tools

Common Email

Big Tent for sharing files; photos; collecting dues;  
sending evites; supporting subgroups

Skype

Internet Radio???

Other???

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## Membership News from SIA

### Recruitment Campaign

- Planned for 2014 – 2015
- Theme “getting on board”
- Combined with service day in each local club
- Would like to combine with other Federations for an ‘international’ day of service and recruitment

### Values Survey – March 2014

Goal: learn what members desire in their club experience based upon what they value.

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## Deterrents for membership

- Time constraints
- Family situations
- Local club at too great a distance
- No interest in particular service programs

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## Club Opportunities for Recruitment

- **Corporate Engagement Opportunity (CEO)**
  - Invite corporation/business → become a sponsor
    - Materials available SIA website for engagement
  - Employee → member of local club – liaison for community service opportunities
  - Trial in Southern Region positive – new in 2012
    - Two new members from only 4 clubs' attempts

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## Club Opportunities for Recruitment

- Develop a set of characteristics that typifies prospects referred by SIA, primarily from website.

### Source of Referral

Word of mouth	21	20%
Family/Friend	13	12%
SIA website/LYD	47	44%
Previously a member	7	7%
Local club event/ mailing	6	6%
University/School	9	8%

More referrals in 2013-14 than 2012-13

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## Club Opportunities for Recruitment

- Develop a set of characteristics that typifies prospects referred by SIA, primarily from website.

### Location

District of Columbia	2	2%
Maryland	43	40%
North Carolina	10	9%
South Carolina	10	9%
Virginia	41	38%
West Virginia	1	1%

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## Membership News from SIA

### Retention Questionnaire Summary

- Improving retention
  - One-on-one communication
  - Request feedback from each member
  - Feel part of something “bigger” than club itself
  - Keeping members active
- Engaging members
  - Annual retreat to assess satisfaction and plan for future
  - Feedback during meetings
  - “Handover” ceremony when members can sign up for next year’s programs

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## Club Opportunities for Retention

- Contact new members twice from SAR Board
  - In addition → welcome letters to new SIA clubs
  - One local club also sending welcome letters
  - Encourage all clubs to do so.
- Communicate...communicate....communicate!
  - **Please re-activate your SIA club email address.**
    - Website visitors can reach us directly through our club email address
    - Appreciate all the great response from requests!

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## The Road Ahead

### Champion Membership Growth & Development!

- Personally invite potential members
- Build 'esprit de corps' among members
- Encourage hospitality at meetings
- Be open and adaptable to change
- Offer opportunities of leadership development to members

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## Considerations for membership criteria

- > What is distinctive about SI as an organization?
- > How do you want SI to be known?
- > What is important to you about SI to keep you as a member?

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# Shaping The Future Membership 2012-2014

- All strategies included in Shaping the Future assist with membership growth and retention.
  - Focus on Access to Education for women and girls gives strong common goal that creates knowledge and name recognition through our persistent selection of programs of service
  - Builds on existing Women’s Opportunity Award signature service program

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# Membership Activities 2012-2014

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## Membership Activities

- **Gather information to maximize our efforts**

- From SIA Membership Council – share what is working and why

- **Virtual Club – Golden West Region**

- Business of club → scheduled conference calls (Skype).
      - Service programs → limited hands-on at this time; individual members representing SI volunteer in their local area. Awards are workable online.
      - Quarterly → social activity w/family – week-end
      - Fundraising → online auction.
      - ❖ Elect officers – advising member from region

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## Significant Actions by SI for Membership 2012-2014

- SI Federations will define membership criteria for local clubs in their Federation.

- Local club members remain members of SI
  - SI By-laws were modified by SI Board to allow for this change.

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## Significant Actions by SIA for Membership 2012-2014

- All membership types → 15 required to retain charter.
  - SIA Procedures modified by SIA Board.
  - All club status on hold until adoption of new membership criteria.
- Process outlined to define SIA membership criteria.
  - Club input and survey → Proposed by-laws changes in April 2014 Call to Convention → Discussion and vote at 2014 Convention → Club vote prior to December 2014 → New membership criteria implemented in 2014-2015

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## Live Your Dream for Membership 2012-2014

- Connection point to SIA for anyone desiring to help women and girls lead better lives.
  - Members, former members, non-members, men??
- Advantage to local clubs
  - *Members may reside anywhere within Region*
    - Local club territory is defined to be same as that of Region.
    - Member may be a member of only one local SI club.
  - Resources for service projects – donations, remote activities, etc.
- Challenge to local clubs
  - Engaging LYD community (members, former members and non-members) in club programs.
  - Operations of local club may require modifications.

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