



**COMMUNICATION is the
KEY to...**

MEMBERSHIP

LET'S TALK ABOUT IT...

LET'S TALK ABOUT MEMBERSHIP

WORKSHOP GOALS:

- **REVIEW SAR AND SIA MEMBERSHIP TRENDS**
 - **TALK ABOUT POSSIBLE REASONS MEMBERSHIP DECLINES**
 - **REVIEW WHAT HAS BEEN DONE TO ADDRESS MEMBERSHIP BY SIA**
- ***
- **DISCUSS YOUR IDEAS ON WHAT IS WORKING AND WHAT ISN'T**
 - **INSPIRE YOU TO WORK MEMBERSHIP AT THE CLUB LEVEL WITH RENEWED EMPHASIS**
 - **AND IF YOU NEED ADDITIONAL HELP...IT'S COMING!**

COMING FALL OF 2015

“All Aboard the memberSHIP” Campaign

- **SIA staff and board are working on a recruitment campaign to begin in Fall of 2015**
- **SIA has identified and updated current resources that will be helpful to clubs**
- **Begun creating generational recruitment pieces**
- **Are working with the marketing/communications department to provide beautifully designed materials and other resources to assist clubs with their recruitment efforts**
- **Clubs should plan for a membership campaign in the 2015-2016 FY**

MEMBERSHIP MATTERS

- **Membership is the lifeblood of the Soroptimist International organization**
 - **Without our members we could not realize our vision/mission to improve the lives of women and girls and have global impact**
 - **It is imperative to the success of our organization to therefore ensure our members are happy, feel valued and have the resources and support they need to carry out the Soroptimist mission**

MEMBERSHIP TRENDS

- **Soroptimist International continues to attract new members and charter new clubs**
 - **In FY 2013/14 SIA Added 15 new clubs, 3,600 members**
- **However, an unfortunate trend of losing more members than we gain has been seen over recent years**
 - **2013: 1,331 Clubs with 33,206 Members**
 - **2014: 1,351 Clubs with 32,101 Members**

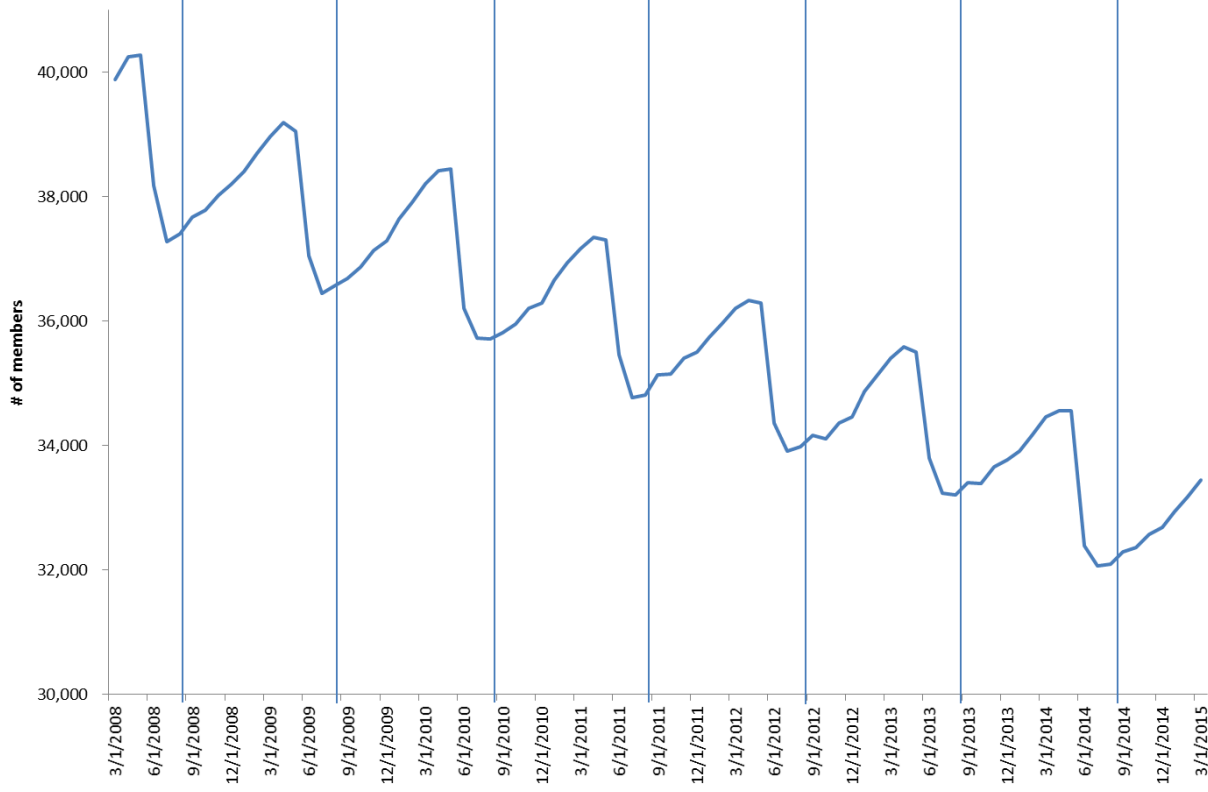
SIA MEMBERSHIP AND CLUB TRENDS PAST 7 YEARS



SOROPTIMIST

Best for Women

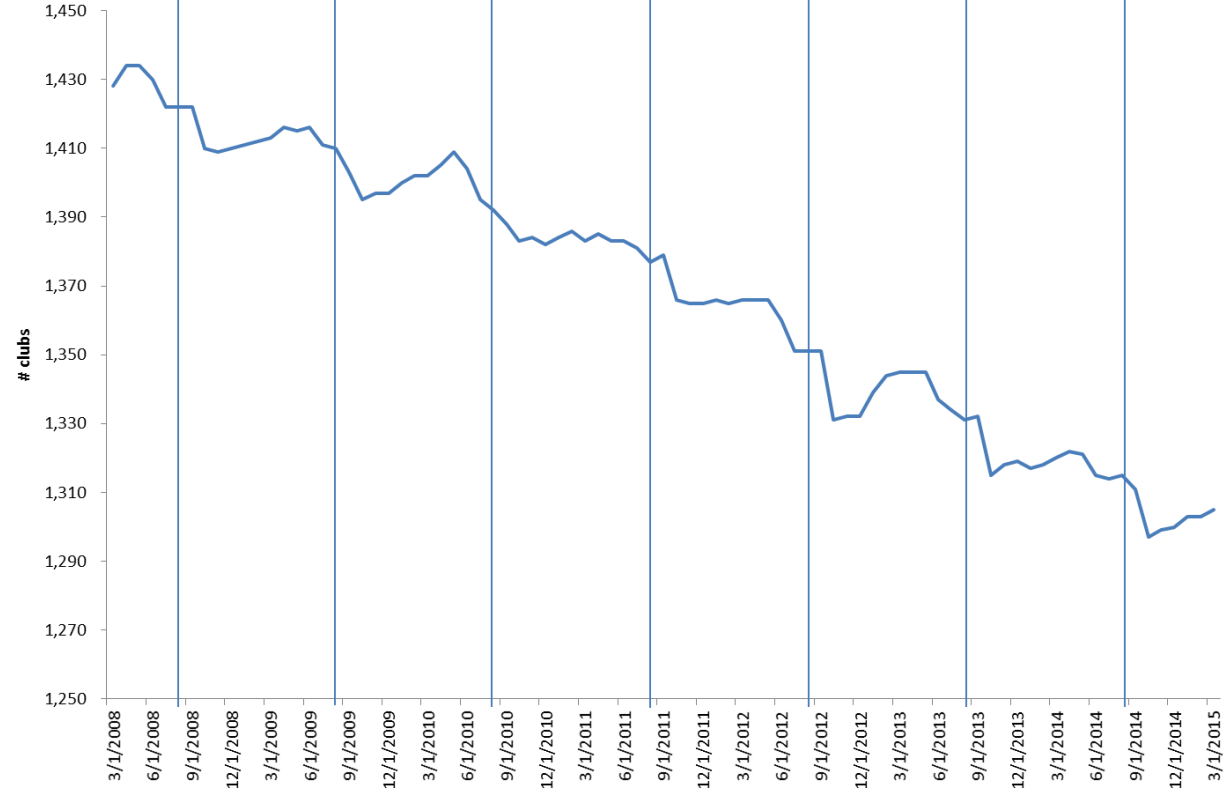
Total # SIA Members 7-Year History



SOROPTIMIST

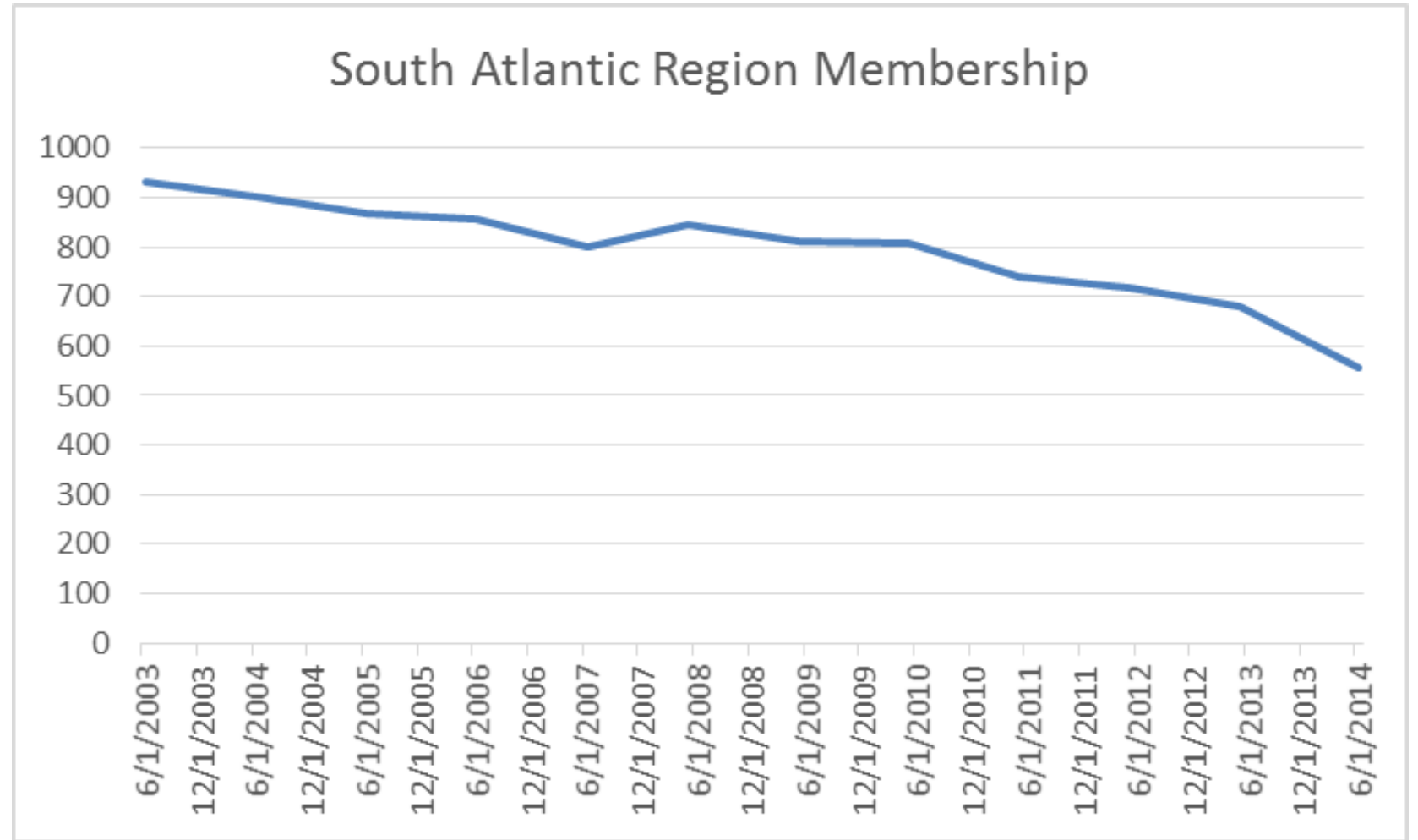
Best for Women

Total # SIA Clubs 7-Year History



South Atlantic Membership Trends 2003 - 2014

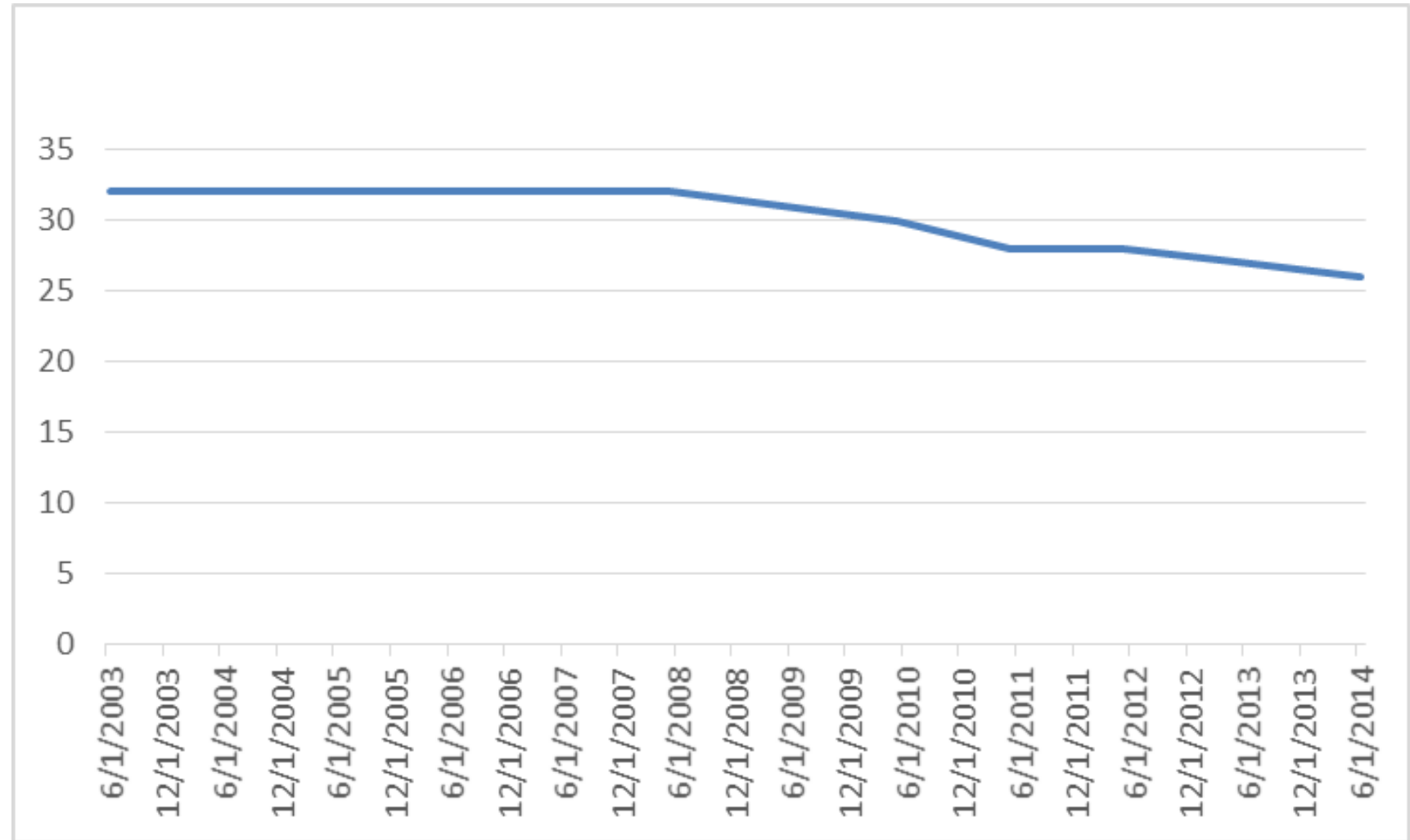
6/30/2003	930
6/30/2004	902
6/30/2005	868
6/30/2006	857
6/30/2007	802
5/31/2008	846
5/31/2009	811
5/31/2010	807
5/31/2011	742
5/31/2012	718
5/31/2013	679
6/30/2014	556



Membership as of March 2015 = 583 Members in 26 Clubs

South Atlantic Region Number of Clubs

Number of Clubs	
6/30/2014	26
5/31/2013	27
5/31/2012	28
5/31/2011	28
5/31/2010	30
5/31/2009	31
5/31/2008	32
6/30/2007	32
6/30/2006	32
6/30/2005	32
6/30/2004	32
6/30/2003	32



**As of March 2015 South Atlantic Region Has 26 Clubs – 5 of which have 12 or fewer members
And one of which is the virtual / online proto-type**

CAN WE REVERSE THE MEMBERSHIP DECLINE TREND?

- **FIRST - WE MUST STRIVE TO UNDERSTAND *WHY* WE LOSE MEMBERS**
 - **AS IN OTHER ORGANIZATIONS, MANY REASONS FOR MEMBERSHIP DECLINE ARE AVOIDABLE – AN EXTIMATED 95% OF LOSSES COULD BE PREVENTED**
 - **TWO MAIN TYPES OF MEMBER LOSS:**
 - **1. MEMBERS QUIT THE ORGANIZATION OUT RIGHT**
 - **2. MEMBERS DISENGAGE FROM THE ORGANIZATION**

SOME REASONS MEMBERS LEAVE OR LOSE INTEREST:

- **DISAPPOINTMENT – CLUB IS NOT AS EXPECTED**
 - **MEMBER MAY HAVE UNREALISTIC EXPECTATIONS OF THEIR ROLE OR THE WORK OF THE CLUB**
- **LACK OF KNOWLEDGE DUE TO A LACK OF EDUCATION OR MENTORING**
- **MEMBERSHIP – MISMATCH**
 - **CLUB RECRUITS WITH NO CLEAR UNDERSTANDING OF TARGET MEMBERSHIP**
 - **CLUBS ADD MEMBERS TOO QUICKLY BEFORE THEY KNOW EACH OTHER, WHAT SI IS ABOUT OR WHAT MOTIVATES THE CANDIDATE MEMBER**
- **FEELINGS OF NOT BEING VALUED, NOT ABLE TO USE THEIR TALENTS AND SKILLS, NOT RECOGNIZED FOR CONTRIBUTIONS AND EFFORTS**

MORE REASONS MEMBERS LEAVE OR LOSE INTEREST IN AN ORGANIZATION:

- **STRESS FROM OVERWORK AND WORK-LIFE BALANCE**

AS YOUNGER MEMBERS FROM GENERATION X & Y BECOME MEMBERS, CLUBS CAN EXPECT THEM TO INSIST ON THIS WORK-LIFE-VOLUNTEER BALANCE IN ORDER FOR THEM TO RETAIN THEIR MEMBERSHIP

- **LOSS OF TRUST & CONFIDENCE IN LEADERSHIP**
- **NO CLEAR COMMUNICATION OF THE ORGANIZATION'S PROGRESS TOWARD GOAL ATTAINMENT**

SIA HAS WORKED TO ADDRESS THE REASONS MEMBERS LEAVE OR LOSE INTEREST
- ARE THESE RESOURCES BEING USED? – ARE THEY SUCCESSFUL?

- **RESOURCES ON THE SIA WEBSITE FOR ATTAINING NEW MEMBERS:**
 - **Tips for Welcoming New Members**
 - **New Member Certificate**
 - **Sample New Member Survey**
 - **Capacity (Skills) Inventory**
 - **Membership Moments Videos**
- **RESOURCES ON THE SIA WEBSITE FOR RETAINING CURRENT MEMBERS:**
 - **Retention Manual**
 - **Sample Club Assessment Form**
 - **Years of Service Membership Certificate-writeable**
 - **Sample Letter to Former Members**
 - **Sample Resigning Member Questionnaire**

SIA HAS WORKED TO ADDRESS THE REASONS MEMBERS LEAVE OR LOSE INTEREST IN SOROPTIMIST INTERNATIONAL CONTINUED:

- **ANNUAL REPORT INCLUDES SIA'S GLOBAL IMPACT FOR EACH PROGRAM AREA – ARE CLUBS SHARING THIS WITH PROSPECTIVE AND CURRENT MEMBERS?**
 - **Live Your Dream Awards**
 - **Violet Richardson Award**
 - **Soroptimist Club Grants for Women & Girls**
 - **Soroptimist Disaster Grants for Women & Girls**
 - **Local Impact: Soroptimist Clubs**
 - **Online Impact**
 - **LiveYourDream.org**
 - **Dream It Be It**
- **Statement of Financial Position**

COMMUNICATION is the **KEY** to...

MEMBERSHIP

LET'S TALK ABOUT IT...

YOUR TURN – ~20 MINUTE INTERACTIVE DISCUSSION

SHARE YOUR CLUB'S FRUSTRATIONS AND SUCCESSES REGARDING MEMBERSHIP