



**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**

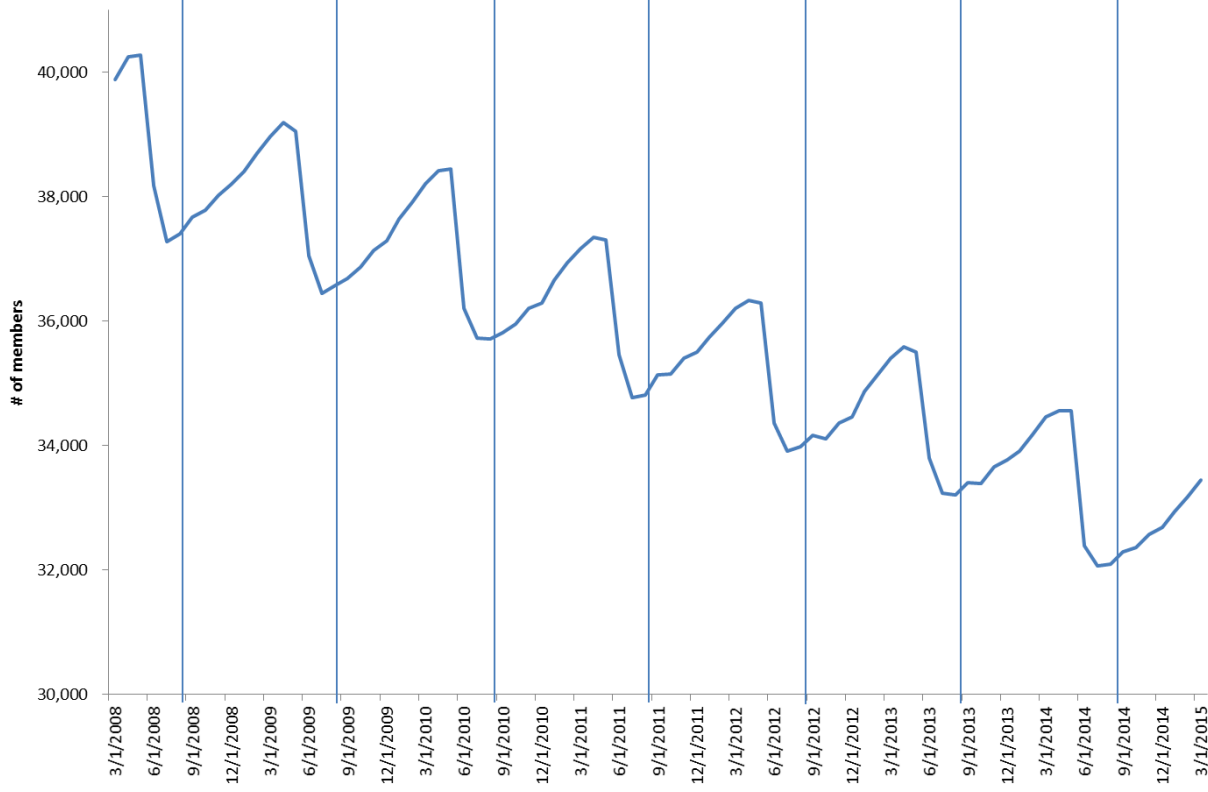
# SIA MEMBERSHIP AND CLUB TRENDS PAST 7 YEARS



SOROPTIMIST

Best for Women

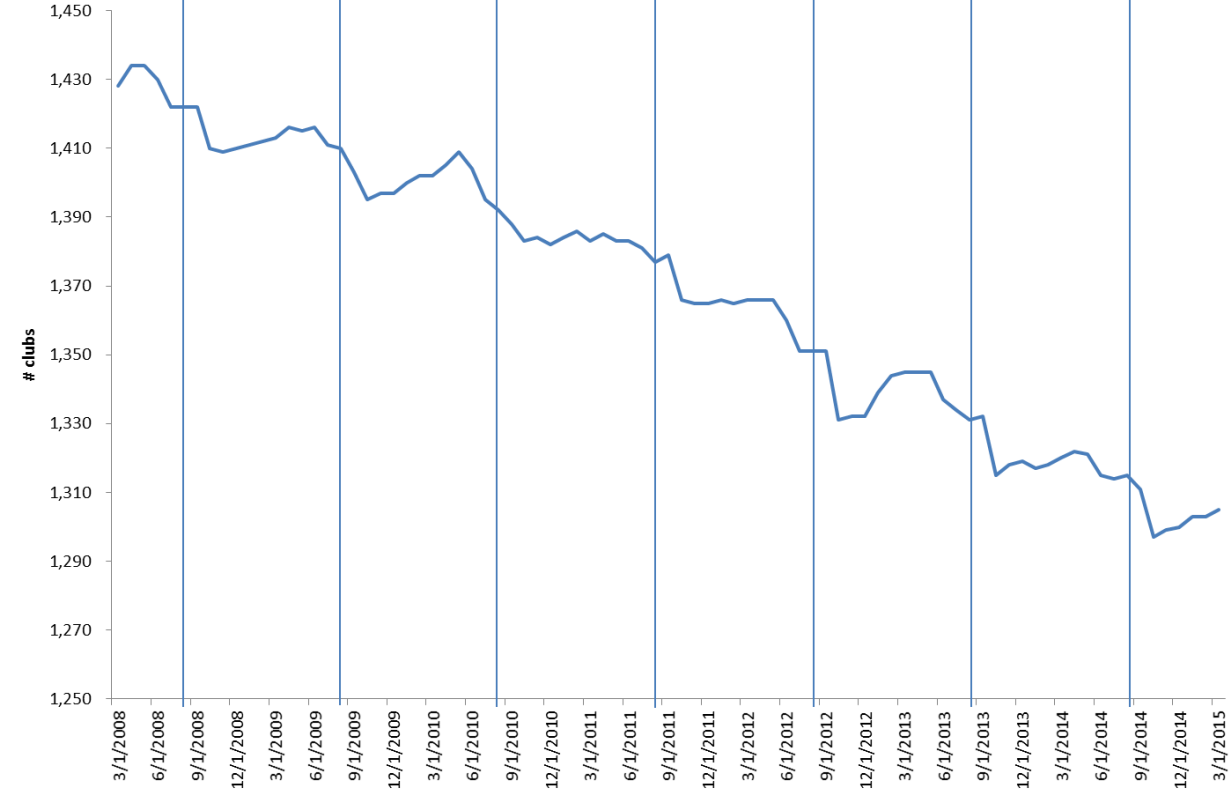
### Total # SIA Members 7-Year History



SOROPTIMIST

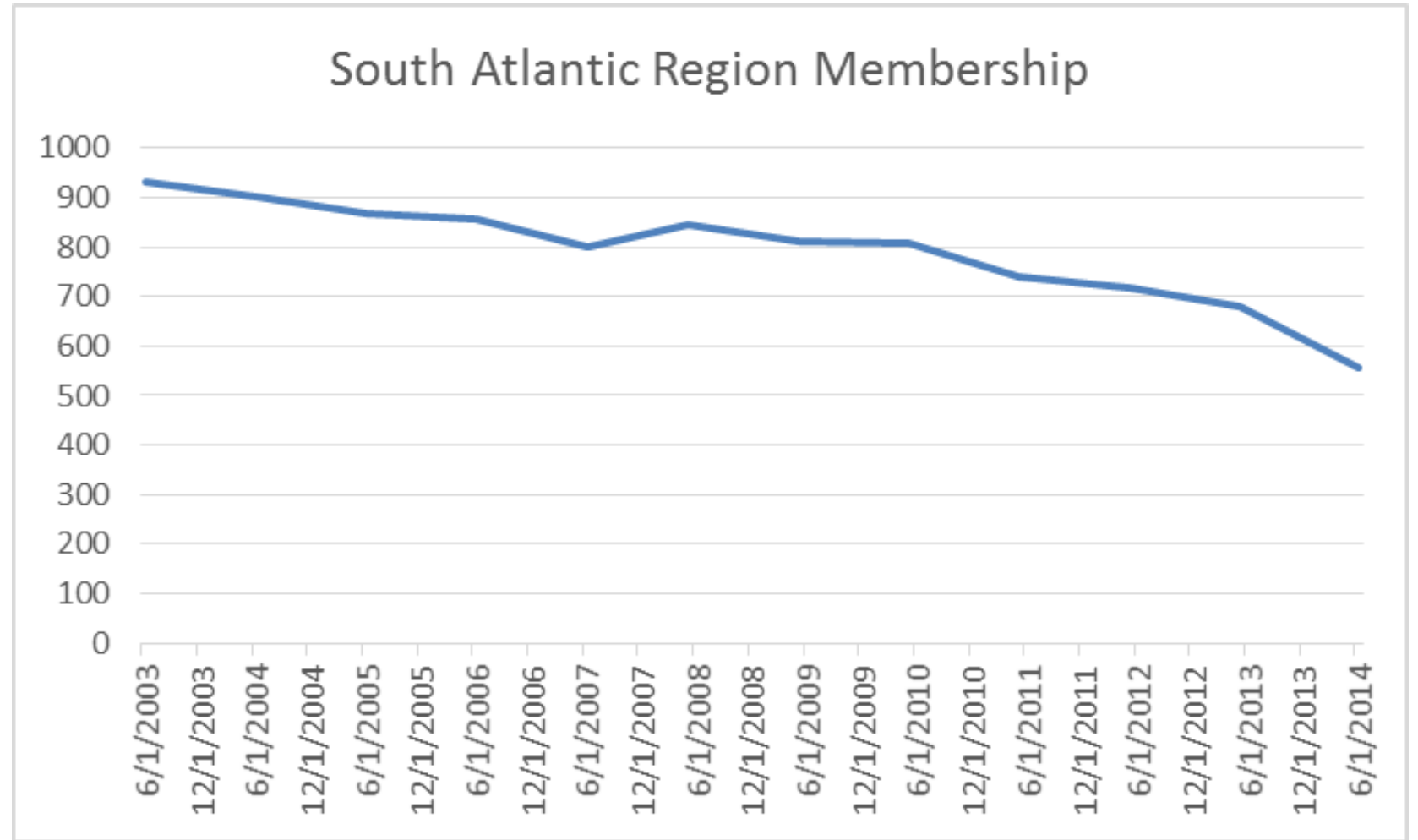
Best for Women

### Total # SIA Clubs 7-Year History



# South Atlantic Membership Trends 2003 - 2014

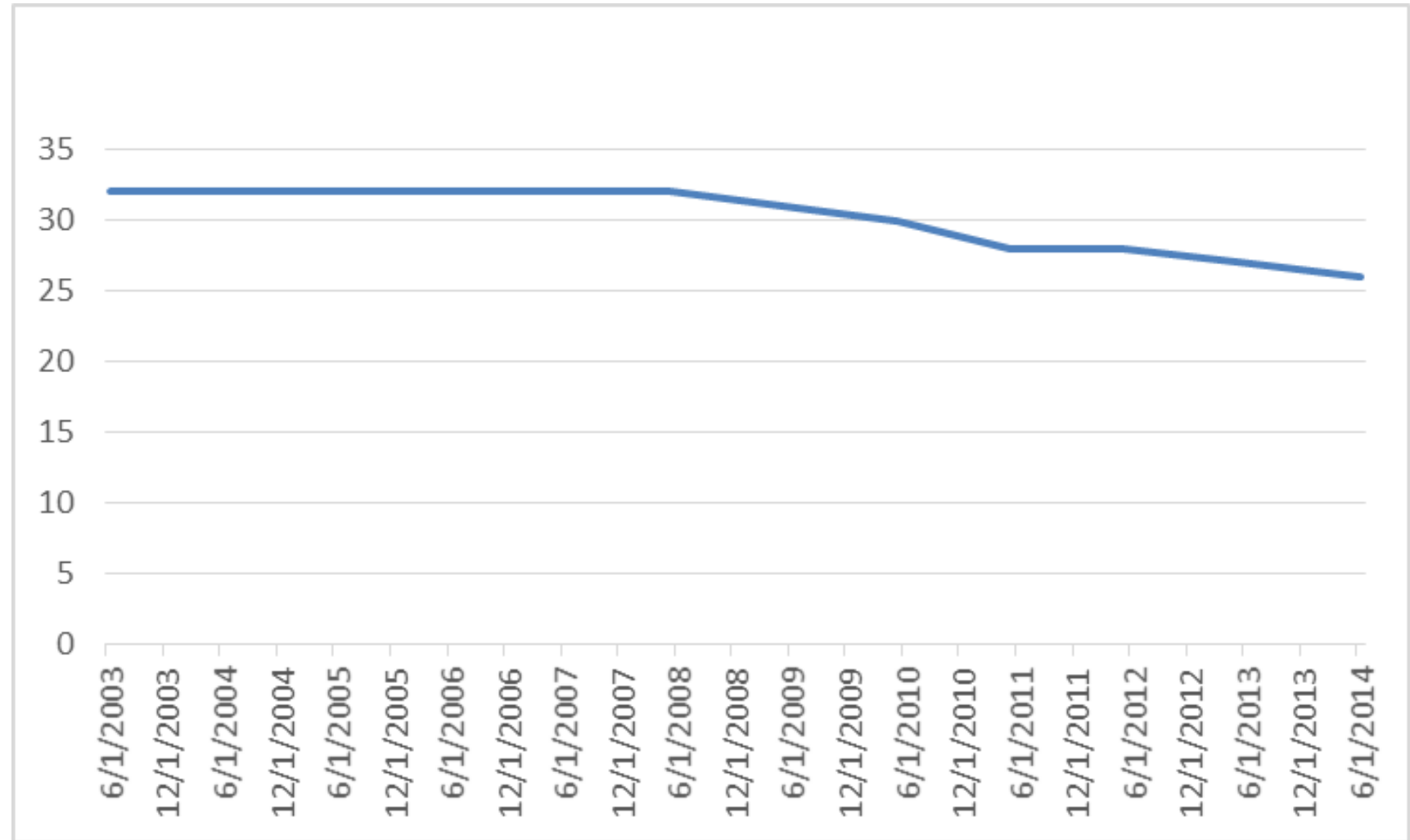
6/30/2003	930
6/30/2004	902
6/30/2005	868
6/30/2006	857
6/30/2007	802
5/31/2008	846
5/31/2009	811
5/31/2010	807
5/31/2011	742
5/31/2012	718
5/31/2013	679
6/30/2014	556



**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 ESTIMATED 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**

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**MEMBERSHIP**

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***YOUR TURN – ~20 MINUTE INTERACTIVE DISCUSSION***

**SHARE YOUR CLUB'S FRUSTRATIONS AND SUCCESSES REGARDING MEMBERSHIP**