



May is Membership Month

As we all know, EVERY month is Membership Month, but in May Soroptimists focus on ways to attract new Members. Previous years involved social media campaigns, but for 2023 we would like clubs to consider casting their nets a little wider and go out into the community to spread the word.

Suggested activities:

1. Arrange to speak about Soroptimist International at a local women's business network;
2. Have an 'orange cafe' on the 25th with signage and inviting cafe users to join you with their hot/cold drink;
3. Put some leaflets with contact details in a business/shop with high footfall and an owner who is someone you may have partnered with and knows you;
4. Offer a refreshment opportunity for a group after their meeting, eg local choir, school staff, orchestra;
5. Contact the local NCT (National Childcare Trust) and have a chat to new mums;
6. Look out for any other opportunities to meet women and share your findings with us.

Use the Business Buzz Networking 321 principle:

- 3 talk to 3 people you haven't spoken to yet
- 2 arrange 2 one to one follow ups for a chat (not a hard sell)
- 1 bring one new person to the next meeting.

Let SIGBI know what you did and the outcome.

Pictures please (get permission from anyone in them).