



STANDING UP for Women and Girls



SIGBI Ltd's Charitable Objects

To promote

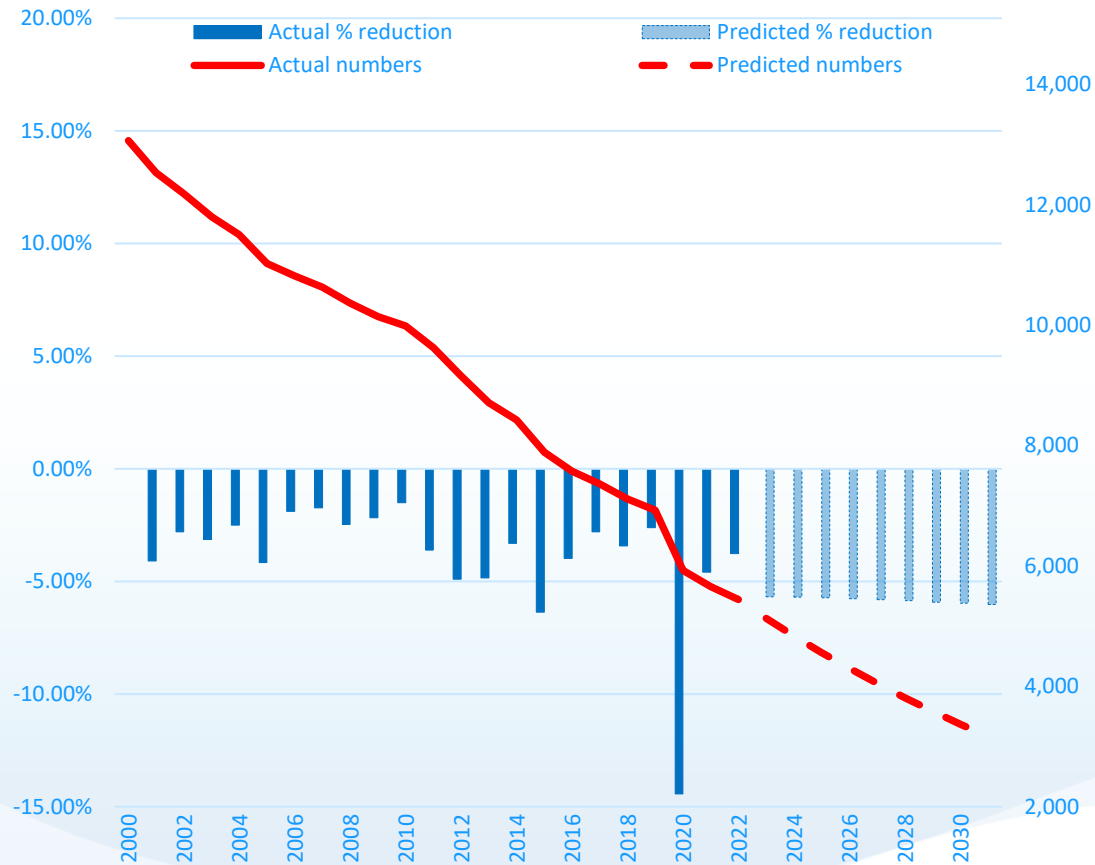
- the advancement of education
- the advancement of health and saving lives
- the relief of poverty
- the advancement of good citizenship
- the advancement of human rights
- volunteering amongst Soroptimist members

STRATEGIC GOALS

1. Ensure SIGBI's work supports SIGBI Ltd's charitable objects.
2. Increase membership and reduce age profile
3. Increase public profile
4. Ensure systems, governance, structures and finances are fit for purpose



Where are we now?



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What have we done?

- External marketing campaign
- Facebook Live sessions
- Review ongoing of how we communicate
- First E-club
- Review ongoing of other types of clubs - workplaces
- The Hub and other systems

Using Technology – good or bad?

Advantages

- ease and speed of communication
- cut out the manual tasks

Disadvantages

- lose the personal/does it disenfranchise?
- change

My thoughts

- Our message is current and valid
- Less is More
- Agility
- Tomorrow's members – what do they want?
- We need to be brave

My heroine

