



## MEMBERSHIP

WHERE ARE WE NOW?  
WHERE ARE WE GOING?



Women inspiring and  
transforming lives

Membership decline is a common issue across the Federation  
However there are varying reasons for this based on differences in cultures and age profiles  
We each have to do our part as individuals to build and sustain the membership

## WHERE ARE WE?

- Declining Numbers due to club closures and members leaving
- Aging membership
- Difficulty attracting new members
- Clubs with a mainly older age profile have struggled to adapt to the switch to technology/online ways of operating
- Competition with other volunteer organizations

Declining numbers is a reality across the federation but not purely because of a lack of recruitment but more so issues with retaining our current members

There needs to be a focus on why members are leaving and how can we retain them

We have an aging membership profile which means that we have a wealth of institutional knowledge and experience but no succession for this knowledge to be passed on and so in many instances it is simply lost.

The aging membership profile also makes it difficult to attract younger members as you have variations in cultures, communication and expectations.

In the last year, in particular, there has been a huge struggle for some members to adapt to the technology resulting in some older members becoming totally disengaged due to their inability to operate online.

There are now a lot more options for volunteer organizations and younger persons tend to focus not only on what these organizations do but what they can benefit from them

There is a need for us to focus on what options for personal development we can provide to our members



## WHAT CAN WE DO?

- Form new clubs!
- Leverage our personal networks
- Utilize social media but also leverage the benefits of traditional media to make ourselves more visible
- Define our unique selling position
- Focus on strengthening our programme action
- Be willing to speak out!

Forming new clubs allows younger members to feel a part of something new and as though they have the opportunity to create their own norms, values and ways of working. They can develop their own culture and chart their own course as they grow and build together.

We each need to leverage our personal networks. This goes beyond simply telling our friends about Soroptimism but truly evaluating how can we use our networks via community groups, church groups, PTA'S and even our children and grandchildren. How can we get into universities?

Utilize the benefits of technology to host meetings which makes it a lot easier as there is no need for booking or paying for a venue. Potential members can log in wherever they are.

Social media works well but we need to expand beyond just other Soroptimists. How many clubs boost their posts? How can we also use traditional media e.g. local papers, articles in community newsletters, local morning radio or tv shows (particularly around UN Days). We need to be seen as an active voice on women's issues and become more visible.

What makes us unique? What do members stand to benefit? How are we developing and mentoring our members?

Our programmes should be a way of selling the organization. We need to focus on the impact which our programs have. Are we seen as "movers and shakers"? Do people associate us with making a stand? We have to be willing to do programmes which show that we are willing to speak out and do the necessary work to differentiate ourselves.

**We must work together!**