

Membership Matters

June 2018



Welcome

This month I want to showcase some of the excellent club Membership Month events. There have been Conferences, Regional Membership Evenings, stalls, walks and numerous other activities throughout the Federation. Many of the pictures I have been sent have been excellent and I would encourage all of you to enter the Photo and Video competition, you still have until 30 June to get your entries into HQ. I would particularly like to thank everyone who signed up to the Thunderclap on 12 June, we had more signing up this year than ever. Please see my new easy-to-remember email address: membershipdirector@sigbi.org, do please drop me a line, I look forward to hearing from you.

Judith Grocott
Director of Membership

Soroptimists 'Reach Out'

South Lancashire's Regional conference was a great success. Over 130 Soroptimists from the Region and beyond enjoyed a packed programme of informative speakers and thoughtful debate. Regional President Margaret's theme, 'Reach Out', encompassed local and international topics, personal well-being and institutional challenges.

Hannah Flint (Stop the Traffik) gave a comprehensive update on trafficking and exploitation. Patricia Gatherum, Federation Ambassador for the Meru Garden Project, spoke entertainingly about her recent visit to the project in Kenya.

Mike Crowther, of Empowerment, explained the work of his Blackpool-based charity. It offers a range of support services for people affected by domestic abuse, health and social care problems, and dementia. 'The Den', in particular, offers support for

children who have witnessed (by seeing or hearing) domestic abuse in their family.

Ben Mott – well known to many Soroptimists in the region – gave an animated, thought-provoking session on dementia awareness. There are over 100 different dementias: if the condition was called 'cognitive cancer', would funding and research be more forthcoming?

Concluding the programme, Sue Williams (Federation President Elect) spoke about her visit to Nepal, and the work being carried out by the members of SI Kathmandu. In addition, she flagged up her ongoing interest in mental health support, and the importance of looking after ourselves as well as others.

Speaking of which – the conference day ended with an impromptu dance-about to the tune (appropriately) 'Reach Out'!



Chester 'Storyhouse Women's Weekend'

In a slight twist to the 'WOW' events in towns and cities that we have heard about previously, Chester decided to put on its own Women's Weekend and having taken part in the 'WOW' event in Chester in 2017, the members of SI Chester could not resist the chance to be involved in this.

The members met with the Storyhouse Team to plan their session and submitted a title and some statistics for them to use in advertising the weekend. On the day



they held a quiz, showed a video and gave an interactive presentation about Soroptimism and Modern-Day Slavery. Members also answered questions and gathered signatures for the Purple Teardrop Campaign.

35 women attended the session. Three women expressed an interest in attending one of their meetings and they are optimistic they may eventually join.

TALK
Slavery: It's Happening Here, Now, Today

Modern day slavery and human trafficking affects millions of men, women and children in every town and city.

That means it's happening in Chester. Would you recognise a victim of modern day slavery? Would you know what to do? Join members from Soroptimist International of Chester and find out what action you can take to support victims and help put a stop to this form of human exploitation.

Garret Theatre
FREE, booking required
14+ | 3pm (thr)

Have you tried?

Doing something with your Facebook page likes? It's not just a competition to see who can get the most likes – you need to interact, strike up a dialogue, get two-way traffic on your page.

Check who has liked you on a regular basis, you should be able to split the responses into Soroptimists and non-soroptimists. Whoever the like is from, a simple response thanking them for their interest can go a long way to starting a conversation.

If it's a non-soroptimist who has liked your page, try to work out if they are local to you, from a wider area of the country or if they are from overseas – just click to their page and you should be able to get a good idea of their location.

Whatever their location – respond! Don't just thank them – invite them – if they're not local to you – they will be local to another club, we're in

this together so market for each other.

Example responses:

LOCAL: Thank you for liking our page
Feel free to contact us regarding any information about our club, or better still, pop along to one of our meetings at Garstang Golf Club – times and dates available on our website at www.sigarstang.org.uk

NATIONAL: Thank you for liking our page
Feel free to contact us regarding any information about Soroptimists, or better still, pop along to one of our meetings at a club near you – details can be found at www.sigbi.org

OVERSEAS: Thank you for liking our page
Feel free to contact us regarding any information about Soroptimists, or better still, pop along to one of our meetings at a club near you – details can be found at www.soroptimistinternational.org

Useful Links

www.sigbi.org/members/clubs/membershiptoolkit

www.facebook.com/SoroptimistSIGBI

www.twitter.com/SIGBI1 when tweeting, always mention @SIGBI1

www.sigbi.org/members/communications-2/websites-and-social-media/social-media

Get in Touch



Any questions or ideas?

Got something to shout about?



membershipdirector@sigbi.org

Podcast – I hope you have heard the Podcasts previewing this new look Membership Matters?
Keep listening for further tasters of things to come!