

Membership Matters

October 2018



Welcome

Occasionally an image or an idea captures your attention and you are drawn to reading or investigating it. That was just what happened to me when I saw the advert for the 'The Face of Suffrage' a project being set up by The Peoples Picture. The giant portrait being planned for Birmingham New Street Station will be made up of 3,500 pictures of inspirational women.

We just have to have some Soroptimist pictures up there!

All roads lead to Liverpool this month for many of us and our cameras will be busy commemorating the events, a short item on photos will ensure you are not disappointed with them once you get home. Flexibility and WOW make up our other two items! See you in Liverpool.

Judith Grocott
Director of Membership

The Face of Suffrage



The Face of Suffrage is a project being set up by The People's Picture. In 1918, the Representation of the People Act gave the first British women the right to vote and stand for public office. One hundred years on, they are inviting

women and girls from across the region and beyond to mark this historic moment as part of a living visual portrait of women in the 21st century.

The 200 square metre giant portrait revealing the face of a local woman from the Suffrage movement will be composed of approximately 3,500 photos and unveiled on the concourse at Birmingham New Street Station on November 15th. Around 170,000 people will see the artwork per day, people from all over the UK, local, national and international travellers as they pass through the station.

The idea is to celebrate #100years of women's right to vote by creating a highly visible artwork composed of new and old photographs revealing all kinds of women and girls from the past as well as present day. It marks a close to the centenary with a bold visual statement, pointing to the future yet remaining in public memory. It not only commemorates & celebrates an important year for women but will also educate & inspire.

Everybody can take part as we all know women or girls worthy of celebrating. The project is free and open to all online via a public campaign. Your story does not need to be heroic – it could be about anything, let's get a Soroptimist up there!

Every picture tells a story, what's yours?

<https://thepeoplespicture.com/thefaceofsuffrage/>

Women of the World

WOW – Women of the World Festival places the stories of women and girls front and centre whilst taking a frank look at the obstacles that stop them from achieving their potential. Talks, workshops, panel discussions, music and more, it's a festival for everyone and celebrates all those who identify as women, girls and non-binary, and the men and boys who support them.

Soroptimist members from Crieff (Janice Wilson & Katie Lang) and Perth (Jean Campbell) clubs were delighted to promote all the exciting, challenging work Soroptimists do to make a difference for women & girls, at this the second Women of the World Festival held in Perth. The excellent festival was intergenerational, giving a flavour of the local, national and international outlook, to the gender agenda.

Well done ladies for getting involved for a second year.



Being Flexible: It's better to bend than to break

For all of us, Soroptimism is an important part of our life. We are passionate about improving the lives of women and girls and working together with like-minded women.

However, at times, the world outside of our Soroptimist club can demand our attention: an ailing mother, a child's first play, an important work deadline or even a planned night out with our other half!

With all of the demands in our life and despite our best intentions, we can stretch ourselves too thinly. As women, we feel we need to "do it all." We have so much enthusiasm for life, social issues, our families, etc. that often there are not enough hours in the day, something has got to give.

But it doesn't need to be Soroptimism especially if your club has one thing: **FLEXIBILITY**.

Because time is valuable, offering flexible ways to be involved in your club may just be the key to keeping members who are on the fence about renewing their membership.

Consider these areas where your club can be more accommodating:

- Meetings: Try a different meeting venue or time of day when the majority of members are able to meet. Consider holding a meeting where members can use a conference call system to participate.
- Programs & Events: When planning, provide options for different levels of time commitment for members

to participate. Members should be appreciated for any amount of time they can offer rather than being made to feel like their contributions are not enough.

- Communications: Use social media to keep members who miss a meeting informed and up-to-date about the club. For example, send out meeting minutes as soon as possible along with the next meeting agenda.
- Finances: Offer payment options (like monthly or quarterly payments) for club dues. You may be surprised which members take you up on this option. Look for ways to reduce meal costs if meetings are held at restaurants.
- Members Personal Circumstances change over time – she may be able to give less periodically, but at times she may be able to give more. Perhaps she's had a change in job responsibilities or is caring for a sick family member. Don't make assumptions – find out why this may be and offer support.

Being flexible aligns with the lifestyles of today's active women and will increase member satisfaction. Our clubs will run more harmoniously when flexibility is practiced and everyone:

1. accepts that members can be involved with varying levels of engagement
2. recognise each member gives what she can, and
3. avoids casting negativity when someone cannot provide as much time and support as others.

Let's practice being more accommodating today. After all, that which does not bend ... breaks!

A Word about Photos

A picture is worth a thousand words.... That's why we use them wherever possible to illustrate an article.

Most of us take pictures of club events and activities, but they are not always useable when they are needed.

The key thing to remember is QUALITY - make sure your camera, phone or tablet is set to take pictures at a high resolution. Double check that the image is clear

and that you didn't move your hand at the critical time.

Looking at a photo on your phone can be misleading, it may look okay when actually it's slightly fuzzy - zoom in a bit to make sure it really is clear.

And finally - make sure you always use/send the full original picture to anybody else who may be using or publishing it. We can make any necessary adjustments to crop or shrink a good quality big picture, but we can't make a poor quality small picture much better!

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?



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