

***"Strategy is not the art of planning, but the art of knowing where you are going."***

***Max McKeown (Author)***

# **SIGBI Strategic Plan 2026-2030**

## **Vision and Mission**

**Women and girls will achieve their individual and collective potential, realise aspirations and have an equal voice in creating strong, peaceful communities worldwide.**

**Soroptimists transform the lives and status of women and girls through education, empowerment and enabling opportunities.**



## Challenges:

Changes to the  
way women  
volunteer

Retention of  
Members

Deficit Budget  
Predictions

Promoting SIGBI

Geo-political  
Impacts

## Membership

Launch	Launch a digital membership campaign.
Define and promote	Clearly define and promote the benefits of SIGBI membership.
Recognise and celebrate	Recognise and celebrate volunteer contributions on a regular basis.
Develop	Develop affiliate or flexible membership models (digital only, project based).

## Programme

Submit Programme Focus Report Forms to accurately demonstrate our actions and impact,

80% of clubs involved in at least one strategic project annually.

Annual Impact Report published by Q1 each year.

## PR and Marketing



Produce a comprehensive Communications Plan for SIGBI 2026-2030.



Build relationships with SIGBI Stakeholders through regular communications.



In liaison with the PR Company produce quarterly media features in regional/national press.



Ensure that press releases reflect 'Soroptimists at Work' or as 'trailblazers.'



## Finance



REVIEW ADMIN  
EXPENSES AND  
ADOPT COST-  
EFFICIENT  
TECHNOLOGIES.



CONSIDER  
SHARED  
SERVICES OR  
PARTNERSHIPS  
TO REDUCE  
OVERHEAD.



EXPLORE  
LEGACY GIVING  
AND DONOR  
ENGAGEMENT  
PROGRAMMES.



PRODUCTION  
OF FINANCIAL  
FORECASTS FOR  
THE NEXT 10  
YEARS TO 2040.



## Governance



Streamline decision-making structures and reduce bureaucracy.



Ensure SIGBI has met all its legal and regulatory requirements and standards.



Implement training in governance, risk management and ethical leadership.



Foster diversity and inclusion in board recruitment.

