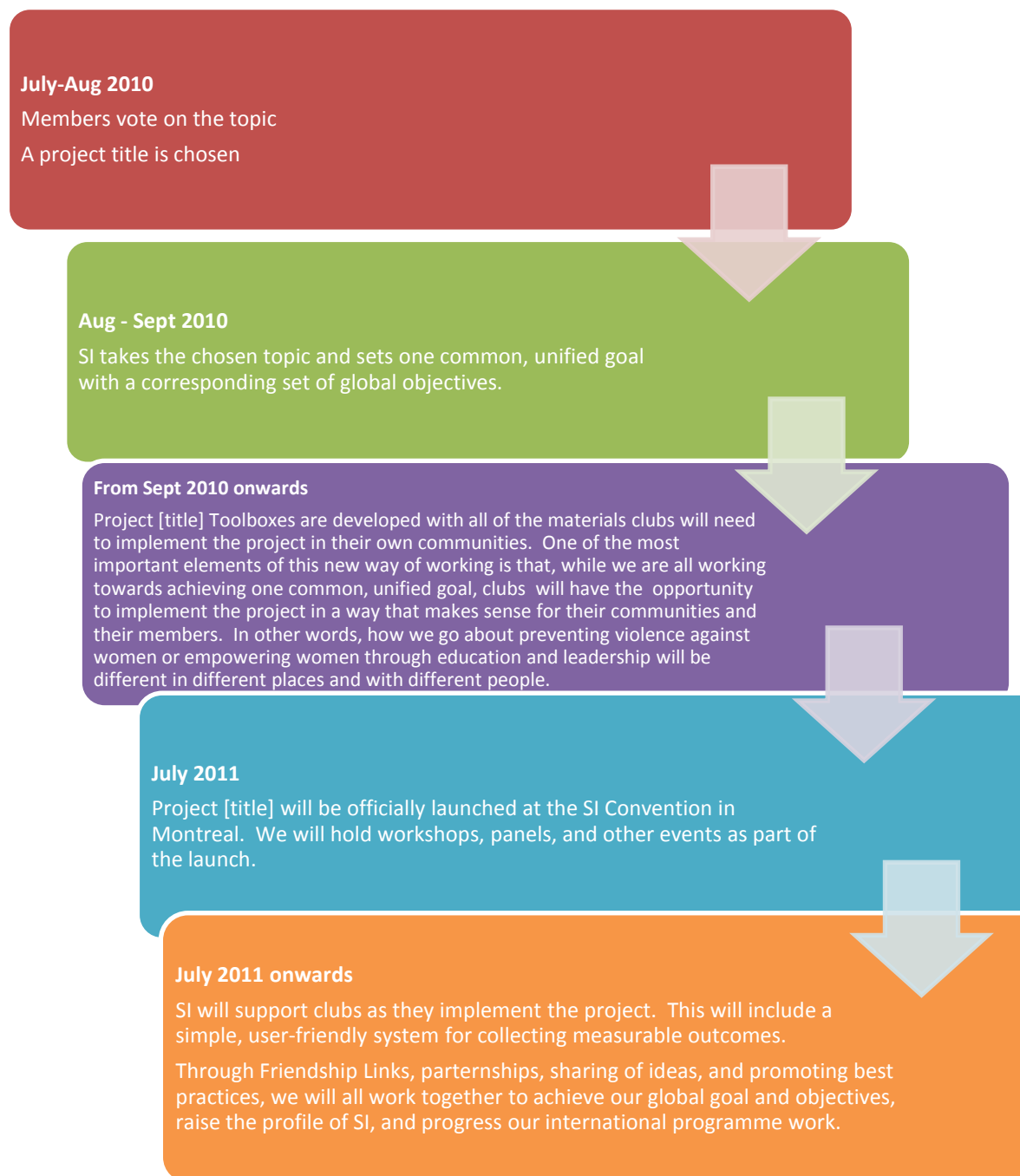




SI Long Term Project -Frequently-Asked Questions 1: The Basics

1. *I'm confused about what we voted for. It seems really broad!*

Members have been asked to vote on a *topic*, NOT a *project*. This is a very important distinction. Before we fully design our project, we need to know which general topic interests and motivates members. The *project* will be officially launched at Convention in Montreal in 2011. We are using the term 'Long Term Project' in the same way that we use the term 'Quadrennial Project', i.e. 'Project [Title]'. Let's walk through how this will all happen over the coming months...



2. *What does this mean for new or existing Club/Region/Union/Federation projects?*

The choice of Soroptimist work continues to be up to you and your club. We hope that all members will embrace this International Long Term Project as a vital part of your work in the short and long term. The more clubs working towards the goal, the more worldwide impact we can (and will!) have. Each SI club will be asked to participate at some level to support the project; while, if they choose, continuing to work on other club projects that may be ongoing, longstanding, or of a special interest for the club or community.

3. *How will the project be funded and where will the money go?* At first, Soroptimist Clubs will be asked to fund the Long Term Project in the same way as the Quadrennial Projects – through members' fundraising efforts. Ideas for fundraising will be in the club kit, and we know that Soroptimists around the world will come up with many more ways to creatively earn money while showcasing our work to the world. When we have success stories and a good start towards achieving our goal, we also hope to apply for external funding from other grant-making bodies. The funds will go into a central 'pot' which will be used for grants to clubs working on the project. More information on the grant scheme will be available soon. Funds may also be used for other components of the new long term project, such as international work, regional work, partnerships, promotions, etc.

4. *How can or will we cooperate with other Soroptimist Clubs/Regions/Unions/Federations?*

There will be ongoing opportunities for collaborative working as the long term project grows and evolves. There will also be a focus on virtual collaborations, using web-based tools for communication and partnership. We also anticipate that SI will partner with other like-minded NGOs in striving to achieve this common goal. While SI will still be recognised for designing and implementing this project, we can certainly achieve much more with the right partnerships in all three areas of awareness, advocacy, and action.

5. *How we will promote the new project?*

SI will provide PR kits and can help you to develop a tailored approach based on your community. You can also learn from others as we share best practices for promotion and profile-raising!

6. *Who will lead this new project and provide clubs and members with ideas and direction?*

SI is here to help! As you know, SI has recently hired a full time Programme Director who will work alongside the International Programme Director, the Officers, and the Executive Programme Team to turn this project into a reality. The Officers and the Board, as representatives of you the members, will still set the strategic agenda. The Programme Team will then take that strategic direction and translate it into a workable, implementable, realistic project.



7. *Will the project be in effect for 10 years? 20 years? Forever?*

Well, this is one we can't answer quite yet – it might be 10 years, 20 years, or forever. As a member-driven organisation, we want to wait and see what *you* think! If you love the project and want to carry on with it forever, then we will make that happen. If, on the other hand, after an extended period of time you feel that you want to focus on something else, then we will consider that option as well. SI's 85 year history is great evidence that our organization has consistently evaluated its impact and position in concert with issues facing women and girls of the world at the time.

8. *Where is this change coming from?*

This all started way back in 2007 at the Glasgow Convention and Board Meeting as part of a massive strategic planning review and exercise. It was felt that the Quadrennial Project format no longer suited the needs or desires of our members, and that in order to be 'known' for working towards one focussed goal our international project had to change. The original key components of this new project were: that it must be clear and appeal to all members around the world, including younger and potential new members, it must be measurable, specific, and achievable, it must have opportunities for clubs to start work immediately as well as the potential to "build up" from club level to global level, it must have media appeal, and it must be dynamic but also have continuity. Rest assured, all of these elements will feature prominently in our project design and implementation. There are four primary levels of implementation of this project which have been identified by the Board and other Soroptimist leaders:

1. Clubs will be able to take the global goal and work towards achieving that goal in their own communities or a community of interest (i.e. working through a Friendship Link to establish a viable joint project).
2. Clubs will be able to apply for international grants to carry out innovative projects of excellence. These projects may then become a 'blueprint' for all clubs all over the world.
3. Regions, National Associations and Unions will be able to develop projects and or partner with local and global partners whose outcomes are measureable and consistent with the chosen topic and where SI is viewed as the lead or perhaps a strong consortium partner.
4. Federations may choose to focus on the chosen topic.

We hope that this guide has answered some of your initial questions – we will be sending out information on the new project throughout the coming months.

Thanks again for being involved!

The Programme Team