

THE BOARD FEELS REVITALIZED ABOUT WHERE WE ARE GOING.

We believe
*our members
will be, too.*

We trust
*that the members
who have drifted
away will return.*

We anticipate
*that many new
volunteers will step
forward to help us
on our journey.*

We look forward
*to partnering with the
publishing industry in
new ventures.*

The future
is going to be
exciting
*for **Sisters in**
Crime.*

LEARN
MORE @

www.sistersincrime.org



**Sisters
in
Crime**
PO Box 442124
LAWRENCE KS 66044

On October 8, 2008, the board of
directors of

**Sisters
in
Crime**

met to take stock of
our organization.

After studying our history, listening
to our membership, and talking
with experts in various aspects of
publishing, we determined it was
time to revamp and streamline our
mission statement and to chart
a revised course into the rapidly
changing publishing world.

The result?

You'll find our new
direction inside...

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NEW STRATEGIC PLAN

REVISED MISSION STATEMENT

The mission of Sisters in Crime is to promote the professional development and advancement of women crime writers to achieve equality in the industry.

VISION STATEMENT

Raising professionalism and achieving equity among crime writers.

I. ADVOCACY, MONITORING AND REPORTING

- Expand Monitoring Project to review print and on-line book reviews, bookstore displays and staff recommendations, placement in publisher catalogs, awards and recognitions, and conference invitations.
- Publicly report Monitoring Project results to improve awareness of gender equity in the industry.
- Continue the new Annual Publishers Summit where key board members meet with top industry representatives to share information and increase awareness of Sisters in Crime.
- Continue our author representation with our strategic presence at allied industry conferences and contacts with industry professionals.
- Develop comprehensive national trade press and media relations contacts for distribution of SinC information.



Did you know...

SinC was founded in 1986 and is now 3600 members strong in 48 chapters world-wide, offering networking, advice and support to mystery authors.

II. PROFESSIONAL EDUCATION AND CAREER DEVELOPMENT

- Offer seminars at national conferences for published and unpublished writers.
- Develop and offer publications on writing and publishing.
- Continue offering InSinC Newsletter to members and key industry players, with current market and industry information, mentoring, and networking articles.
- Expand use of technology to deliver industry information through such forums as SinC-Links, Mentor Mondays, and website resources.
- Expand speaker offerings and ideas for chapter programs on SinC's focus on professionalism and equity.



Did you know...

We are authors, readers, publishers, agents, booksellers and librarians bound by our passion for the mystery genre and our support of women who write mysteries.

*Sisters
in
Crime*[®]

TAGLINE

SinC into a Good Mystery!

III. MEMBERSHIP GROWTH, NETWORKING AND FORUMS FOR MEMBERS

- Continue to host national SinC meetings at affiliated conferences to encourage networking among members and other industry professionals.
- Encourage and develop leadership among members in chapters and on committees.
- Continue as the only national mystery association that offers full membership to readers, writers, and industry professionals—in short, to all who enjoy mysteries.
- Prepare to celebrate our 25th anniversary.
- Offer members a range of programs and benefits, including:
 - New on-line book catalog (in development)
 - Publishers Summit with the latest in industry information
 - Bookstore contact list (to be updated)
 - Bookclub database
 - Membership directory
 - Mailing lists and labels (for sale to members)
 - On-line curricula and special conference programming with special member discounts
 - Networking with readers, published and unpublished writers, and industry insiders
 - Optional chapter membership (depending on locale)