

A LEAP
OF
FAITH

Laurie Moses
2020/2022
Golden West Region
Governor



SOROPTIMIST®
Investing in Dreams

Soroptimist Golden West Region
2020 District 4 Fall Meeting

Public Awareness
Focus on Soroptimist

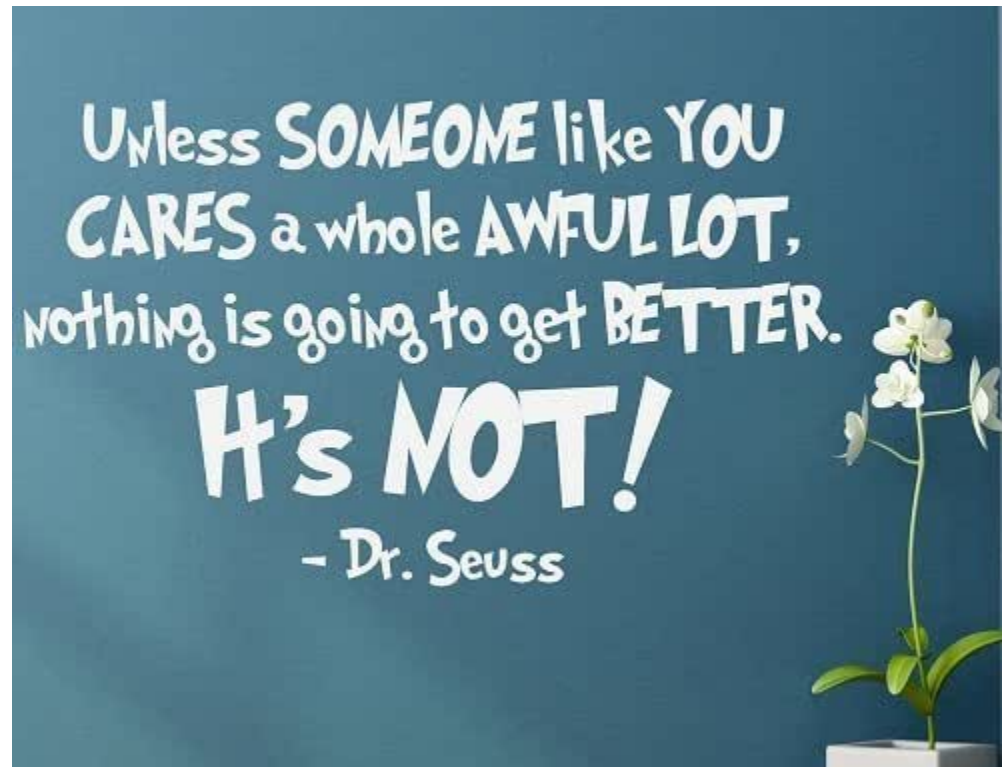
Presented by: Aurora Feehely

20/20 VISION...clarity & focus for remaining impactful.

Question ?

If a charity is never spoken about outside it's own membership, not advertised with proper logos and contact information, funds not solicited for and members not actively recruited . Realistically how many people can this charity help and does it have a future ?

- The sad truth that if we do not focus on promoting ourselves we will see membership diminish, funds deplete and our ability to help women and girls as a charity will be over.
- Not to worry that is why the Public Awareness committee is here to help all clubs in the Golden West Region



How to Implement Public Awareness into your Club

- Have a public Awareness committee in your club
- Having and maintaining a Club website
- Club Brochures and business cards
- Social Media (Facebook , Instagram, Twitter, Tick Tok , YouTube , LinkedIn , Pinterest)
- Promoting clubs via club newsletter, and mailing lists of previous donors and event attendees.
- Promote events before hand via radio, tv, print , press releases. (Make sure to promote Events as Soroptimist Events with logo)
- Take Photos of your events – send thank yours after events
- Talk to people about what you do in the club - be excited about it – speak with passion
- Be an active club in the community
- Know your elevator speech – Practice it.





Public Awareness Committee is here to help

- ADD GWR as a co- sponsor of your FB events
- Ideas on how to post on social media / set up of accounts
- Create Video tutorials of setting up social media accounts
- Assist you in finding your Soroptimist Voice (Virtual Elevator Speech)
- How to go Live on FB – promote members, events and club activities
- We will monitor Social media and offer Tips/ Tricks
- Help navigating this virtual world we are now in. (Make it an asset not a hindrance)
- Check Out SIA for Digital Tool Kit - it is a wealth of knowledge
- <https://www.soroptimist.org/for-clubs-and-members/digital-toolkit/index.html>

Show us your Soroptimist 2020 Vision

As always we want to raise how we are seen and how our impact can be increased in our community.



- Tag FB, Instagram, Twitter with these trackable Hashtags
#GWR2020Vision #GWRSoroptimistsRock(Stay tuned for more from SIA)
- FB- Follower increase , are you actively posting on social media ,engaging your followers.
- Expanding who can see you – Add a new Social media platform. (Need help) PA Committee is here for you .
- Try going live at least once during this club year. More points for more going live events.
We are in a virtual world especially for 2020 and need to play the game.
Use Hashtag # GoLiveGWR
- Starting numbers will confirmed with Club Presidents/ PA committee the end of October
- Awards will be given at Spring Conference (Sweet Treats gift boxes for all winning Clubs members) ** Remember your PA pillar used to run a bakery

Would GWR members be open to a Zoom training Public Awareness?

- Step by Step classes in Social Media set up / how to post , Hash tagging etc.
- How to go Live and do Live Videos
- How to write press release – contact media
- Please let me know if any of this is of interest to you
- AuroraF.GWR@gmail.com , Text 602-478-4114





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