



SOROPTIMIST
Best for Women

Soroptimist Women's Opportunity Awards

Audiences

Soroptimist Women's Opportunity Awards

- **Eligible applicants**—women who serve as the primary wage earners for their families and are enrolled in or have been accepted to a vocational/ skills training or undergraduate degree program.
- **Community organizations**—places that would allow clubs/members to post information about the program, and tell women in need that the program exists.
- **Media**—Reporters that will cover recipients' stories, publicize the program's impact and availability.
- **Donors**—People who are willing to contribute money to help expand the program's reach.
- **Prospective Soroptimist members**—Women who impressed by the program's impact and want to become involved in the SIA mission.

Message

The Women's Opportunity Awards is Soroptimist's major project. The program empowers women by giving them the resources they need to enhance their education, skills and employment prospects, and helps them improve life for themselves and their families.

Channel

- Brochures/Applications
- Speech
- Customizeable information posters
- Women's Opportunity Award section at <Soroptimist.org>
- Publicity packet (**Available in English only**—includes news release, media advisory, fact sheet, PSA)

all resources listed above are available at <Soroptimist.org> in the members area.



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Soroptimist Live Your Dream Campaign

Audiences

Soroptimist Live Your Dream Campaign

- **Women living their dreams**—women who can tell their stories and financially and emotionally pass their good fortune on to others.
- **Women in need of support as they work toward their dreams**—women in need of encouragement who look to the Live Your Dream Campaign for inspiration.
- **Media**—Reporters that will cover information about the campaign.
- **Donors**—People who are willing to contribute money to help expand the campaign's reach; people who don't want to become members, but do want to contribute in some way.
- **Prospective Soroptimist members**—Women who are interested in the campaign and would like to get involved with the Soroptimist mission.

Message

The Live Your Dream campaign inspires women from all walks of life to live their dreams, and encourages them to pass their good fortune on to others. The campaign raises awareness about the issues women around the world continue to face, and shows how with just a little support they can accomplish great things.

Channel

- LiveYourDreamCampaign.org—includes Google translation links, so that the site can be translated into all SIA languages
- Live Your Dream Posters—Clubs can order by downloading a form located at <Soroptimist.org/members/liveyourdream/liveyourdream.html>.
- Publicity kit (**Available in all languages**—includes news release, FAQ, media advisory, scripts for what to say when giving out pins, how to plan a LYD party, sample party invitation)
- Promotional items—Live Your Dream pins, nail files, T-shirts, tote-bags, bookmarks, magnets, reminder cards

all resources listed above are available at <Soroptimist.org> in the members area.