

# public awareness



## Benefits of *Best for Women Magazine*

**B**est for Women magazine is SIA's official publication and the only communication vehicle that is sent to each member. The award-winning magazine has been published in various forms since 1931. Every Soroptimist receives a subscription to *Best for Women*—which includes four issues a year—with her membership dues.

Its content includes feature stories about women's issues and Soroptimist programs; updates on Soroptimist efforts; and recognition of Soroptimist accomplishments.

The "Best for Women" and "Media Mentions" sections of the magazine promote worthwhile women- and girl-focused club projects. This is where clubs submit information about projects; member success stories; and media mentions to the editor of the magazine by completing a submission form, available in the magazine section of the members area of Soroptimist.org.

While the magazine is an important resource for clubs and members it also serves as a great tool for clubs' public relations efforts because it educates and informs other audiences about Soroptimist.

The magazine provides information that is of interest to women everywhere. Each issue contains a feature article that focuses on topics such as: women in education; women as caregivers; women in the media; and women in politics, to name a few.

These subjects are relevant to all women. And all women—not just Soroptimists—can benefit from reading them, which is why

the magazine is the focal point of Soroptimist's homepage at Soroptimist.org.

Featuring articles such as these in *Best for Women* magazine helps establish Soroptimist as a credible source when it comes to issues involving women. Feature articles contain information from real experts who speak informatively on the particular topic.

For prospective members, the feature article helps to paint a picture of what

Soroptimist is all about. It also shows the need for the Soroptimist mission to improve the lives of women and girls.

Because the magazine is a great resource for women's issues, it also makes a great gift.

Clubs can give gift subscriptions to guests who speak at meetings, local government officials, and, especially, Women's Opportunity, Violet Richardson and Making a Difference for Women award recipients. Also consider sending a complimentary subscription to other organizations in the local community, as well as Soroptimist friends in other federations. Another way to increase the magazine's reach is for members to donate their used copies to locations throughout the community where people have time to sit and read. This includes libraries, doctors' offices, salons, hospitals, schools, domestic violence shelters and women's centers.

Individual members can also give gift subscriptions to women they know on a personal level—mother, sisters, friends, and coworkers.

*Best for Women* magazine is an invaluable resource. Taking advantage of this resource provides clubs with an easy way to increase public awareness of the organization, its mission and programs. 🌐

To subscribe to *Best for Women*, visit Soroptimist.org and click on the "subscribe" link, located on the homepage.

### Get Featured!

Many clubs submit news to *Best for Women* magazine, but not every submission is printed. Here are some ways to increase the likelihood of a club news item appearing in the magazine:

- Submit club information to <laurie@soroptimist.org> using the magazine submission form available in the magazine section of the members area at Soroptimist.org. Fill it out completely and clearly. The more information you provide the better.

- Send a photo with the magazine submission form. Include the names of the people in the photo and provide a caption. For photo taking advice, be sure to check out SIA's guide to taking good photos, available in the public awareness section of the members area at Soroptimist.org.

- Please remember that the magazine works three months in advance. For example, the deadline for the March/April/May issue is January 1. If a news item is submitted after that deadline, it may not appear until the June/July/August issue or even the September/October/November issue. If it is a good submission (i.e. it supports the mission of improving the lives of women and girls), chances are high it will appear in the magazine; it just might not be right away. Also, the SIA website features club-based projects, so it is possible the item will appear there too.

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