

# Public Awareness

## PRofile: Developing a Club PR Plan

The best starting point for public relations planning is to review SIA's mission statement and public awareness goals. The mission statement states who we are and what we do—business and professional women who improve the lives of women and girls. Our goals (from the Renaissance Campaign) show what we hope to accomplish, which primarily is to publicize the activities, programs and members of Soroptimist:

**Goal 1:** Name recognition will increase 5%

**Goal 2:** More than 50% of non-members who know the name will associate it with the mission

**Goal 3:** More than 50% of clubs will give three or more presentations to outside groups annually

**Goal 4:** More than 50% of clubs will place five or more press releases, ads or public service announcements locally each year

Since these goals were adopted, SIA has launched the Live Your Dream campaign, with the express outcome of increasing public awareness. Therefore, it is hoped that 100 percent of clubs will participate in the Live Your Dream campaign.

Both the mission statement and public awareness goals should provide the focus for each project clubs undertake throughout the year. If all clubs work toward the same goals, our mission will be successful.

SIA headquarters provides resources to help clubs plan their public awareness efforts for the year, as well as meet the public awareness goals of the Renaissance Campaign. Club public awareness chairs and committees should follow a timeline of planned publicity efforts so that opportunities for creating awareness do not slip away. A guide is available in the Library of the members-only site: Library>Public

Awareness>Public Awareness Tools>2006-2007 Publicity Timeline.

### September

Once clubs order and receive Women's Opportunity and Violet Richardson awards applications from headquarters, as well as print Making a Difference for Woman applications from the Library of the members-only site, they should get a jump on publicizing programs.

Publicize availability of Women's Opportunity Awards applications to local media, local colleges, domestic abuse shelters, vocational schools and organizations serving women. Clubs can also send a public service announcement about the Women's Opportunity Awards to their local radio and/or television stations. SIA's new DVD also contains these PSAs.

Publicize Violet Richardson Award applications to local media, nearby schools and community organizations; and Making a Difference for Women Award applications to the local media. Clubs can also place a Making a Difference for Women ad in local newspapers to solicit applicants. The Library of the members-only site has sample materials to help clubs with each of these activities. See the sidebar on page 19 to learn where to find these resources.

### October

In the United States, October is Domestic Violence Awareness Month. Clubs should commemorate this occasion by participating in and publicizing their domestic violence initiatives—especially SIA's Workplace Campaign to End Domestic Violence. Sample publicity materials are available in the Library of the members-only site.

Clubs should consider offering to give a speech about Soroptimist to a group of non-Soroptimists. Both a general speech

about Soroptimist and a Women's Opportunity Awards speech are available in the Library. While a club can use either of these speeches at any time throughout the year, October is a great month to spread the word about the Women's Opportunity Awards since clubs are looking for applicants. Both speeches provide ways for clubs to create awareness about Soroptimist and its programs, and can be customized to meet each club's needs.

### November

Because the deadline to receive nominations is approaching in December, clubs should send news releases reminding women to submit applications for the Women's Opportunity, Violet Richardson and Making a Difference for Women awards.

In honor of the International Day to Eliminate Violence Against Women, clubs that participated in the Soroptimist Workplace Campaign should also send a news release (using the sample publicity materials in the Library) that promotes the Workplace Campaign and tells how the club participated.

### December

During December, clubs must select non-Soroptimists to judge their award recipient applications. Asking members of the media, school officials, dignitaries or other leaders in the community is a great way to help generate publicity for the awards.

Since clubs can no longer accept applications after the judging, now is the time to ask local media stations to stop running the PSAs.

With Live Your Dream celebrations coming up in March, clubs should double-check their Live Your Dream pin supply. While clubs should distribute pins all throughout the year, they should definite-

ly have a full supply to distribute on International Women's Day (March 8) and at award events. Ordering pins in December will ensure that clubs have pins and other Live Your dream items on hand.

## January

Soroptimists Celebrating Success! awards are due at the end of January, so clubs should start preparing their entries—especially for public awareness—early in the month. Applications are in the Library.

Clubs can enter two public awareness-related SCS! categories. The Public Awareness category recognizes clubs for carefully orchestrated public awareness initiatives that support efforts to improve the lives of women and girls.

The Website category recognizes clubs for the quality of their websites, which are judged on adherence to federation established guidelines; look, tone and professionalism of the site; and its perceived value as a promotional tool.

## February

When clubs update their websites in February, they should be sure to feature stories about their Women's Opportunity, Violet Richardson and Making a Difference for Women awards recipients. (Get written permission to share your award recipients' information and stories.)

Clubs should also send news releases (using material in the Library) to local media to publicize club award recipients, awards ceremonies and the Live Your Dream campaign. Clubs should incorporate the Live Your Dream campaign into their awards ceremonies.

Clubs can also place an ad that announces and congratulates their Making a Difference for Women Award recipients. Sample ads are available in the Library.

## March

On March 8, Soroptimist celebrates International Women's Day and its annual Live Your Dream campaign. The campaign focuses on raising awareness about the unique challenges women face and the ways they can be supported in their quest to live their dreams. All activities focusing on women and girls support the Live Your Dream campaign.

Clubs can promote the campaign in several ways. Using the Live Your Dream Publicity Packet as a guide, clubs can send news releases and pins to media; give pins to other women and awards recipients; and put information about the campaign on the club's website. Don't forget to send constituents to the Live Your Dream website <[www.liveyourdreamcampaign.org](http://www.liveyourdreamcampaign.org)>. For more information on how to participate in the campaign, consult the Live Your Dream publicity packet, available in the Library.

## April

If a club's awards recipients received a region-level award, the club should send a news release to the local media, using sample publicity materials in the Library. Clubs that participated in the Live Your Dream Campaign should send details to SIA's communications department for use in *Best for Women* magazine and on SIA's website. It's a great way to share ideas with other clubs.

## May

It's the end of the club year! Before clubs take off for the summer, they should work on submitting their Club Award forms (available in the Library) by June 1. To receive an award and be dubbed a Renaissance Club, clubs must successfully complete tasks in each area of the Renaissance Campaign, which is outlined on the form.

The public awareness items are:

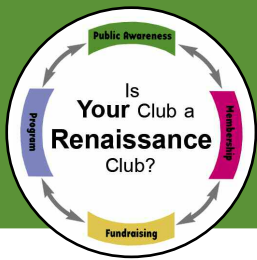
- Using federation-produced public relations tools as a guide, our club made at least three attempts to gain publicity for women-focused activities (sent news releases, and/or media pitch letters, placed advertisements, etc.).
- Our club participated in the "Live Your Dream" public awareness campaign.

For more information or help with club publicity efforts, contact PR Specialist Kamali Brooks at <[kamali@soroptimist.org](mailto:kamali@soroptimist.org)>. 🌐

**By Kamali Brooks**  
**Public Relations Specialist**

### Quick Guide: Get the tools mentioned in this article!

- **Women's Opportunity Awards sample publicity materials:** Library> Public Awareness> Sample Publicity Materials> Women's Opportunity Awards
- **Violet Richardson Award sample publicity materials:** Library> Public Awareness> Sample Publicity Materials> Other Soroptimist Programs> Violet Richardson Award Sample Publicity Materials
- **Making a Difference for Women Award sample publicity materials:** Library> Public Awareness> Sample Publicity Materials> Making a Difference for Women Awards
- **SIA's Club and Region Website Guidelines:** Library> Index and Instructions
- **Soroptimist Workplace Campaign:** Library> Public Awareness> Sample Publicity Materials> Other Soroptimist Programs> Soroptimist Workplace Campaign Publicity Materials
- **SIA general speech:** Library> Public Awareness> Public Awareness Tools.
- **Women's Opportunity Awards Speech:** Library> Public Awareness> Sample Publicity Materials> Women's Opportunity Awards
- **Soroptimists Celebrating Success! Application:** Library> Program> Other Forms, Applications, Documents> Soroptimists Celebrating Success! Application
- **Live Your Dream Publicity Packet:** Library> Public Awareness> Live Your Dream Campaign
- **Club Award Form:** Library> Club Administration> Club President Tools



# Public Awareness

## Best Practices

Need ideas on how to increase awareness of Soroptimist in your community? Read what these clubs have done:

**SI/Lodi Sunrise, California** (Sierra Pacific Region), received publicity on both its local radio and television stations. KWIN, a popular radio station in Stockton, California, played the club's Women's Opportunity Awards public service announcement five times a day during the first week of December 2006. The local cable television station also posted information about the Women's Opportunity Awards program on its community bulletin board. As a result, the club received six requests for Women's Opportunity Awards applications.

**SI/Kasuga** and **SI/Fukuoka, Japan** (Japan Minami Region), collaborated on a project to increase awareness of sexual trafficking and victim support. The clubs printed and distributed 6,000 brochures and 1,000 posters in eight languages and held an international symposium and lecture in Fukuoka, which was replicated in other cities. The increased attention in the media and the creation of awareness in Japanese society were substantial. The clubs are also working with another NGO to promote shelters for trafficked victims.

**SI/TriCities, British Columbia** (Western Canada Region), has had much publicity success. The club developed a strong relationship with *TriCity News*, a local newspaper with a circulation of more than 55,000, which provides the club with 2/3 of a page each month to share club news and events. The club also received approximately \$7,000 in free advertising from the same paper for its annual Tuning Into Our Teens conference. In

addition, after the club's signature awards luncheon, an article ran in several papers, including the *Vancouver Sun* (with a daily readership of nearly 500,000), *The TriCity News* and *The TriCity Now*.

**SI/Hanford, California** (Sierra Pacific Region), has undertaken several good strategies to generate coverage. The club always sends good pictures with its news releases; purchases ad space for special announcements; submits letters to the editor on various topics pertaining to women and girls; and invites newspaper staff to attend club events. As a result, the club has had numerous articles printed in its local newspaper including: the installation of officers in June 2006; news about a club project in August 2006; an announcement and search for Women's Opportunity, Violet Richardson and Making a Difference for Women award candidates in November 2006; and news about the club's annual fundraiser in December 2006.

A 12-page insert dedicated to Soroptimist ran in *The World*, a newspaper in the community serving **SI/Coos Bay Area, Oregon** (Northwestern Region). The insert, which celebrated the club's 65 years of service, highlighted several club projects, members and photos. It also provided background information about the organization, including the mission statement, the organizational profile and what the word "Soroptimist" means. In addition, numerous local businesses contributed congratulatory ads to the club for its many years of service to the community.

Along with other local organizations, **SI/Fort Bragg, California** (Founder Region), co-hosted a public forum in the community called "Youth Website Exploration,

Internet Predators and Human Trafficking." The purpose of the forum was to educate young people and their parents on the risks of Internet use. Topics included sexual trafficking of women, and a case where a 13-year-old girl posted her picture on the Internet and began talking to an older man about sex. The presentation aired on NBC's "Dateline," a national news program. The Fort Bragg Soroptimists also provide DVDs of the forum to help increase awareness of this issue.

In honor of Breast Cancer Awareness month last October, **SI/Dasmarias-Salcedo** (Philippines), in cooperation with ETC and ETC Second Avenue (two Philippine cable television stations), launched two 30-second public service announcements about breast cancer, as well as another spot that featured Dr. Diana Cua, a breast surgeon at Makati Medical Center. The spots, which highlighted Soroptimist's new logo and mission statement, aired during various programs of both television stations.

**SI/Kent County, Maryland** (South Atlantic Region), received coverage in the *Kent County News* for its efforts to help a young girl recovering from a heart transplant. Club members participated in an "Evening of Serving for Sarah," where they worked as volunteer waitresses at a local restaurant called the Sportsman's Inn. The club donated all its tips to the 8-year-old girl, which will help pay for her medicine and travel for monthly hospital visits. 🌐

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