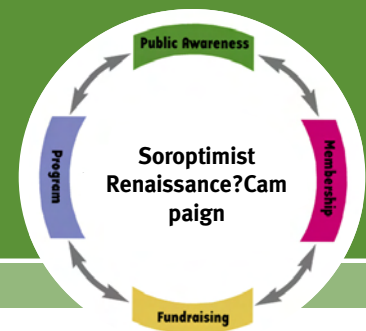


# public awareness



## Profile on Public Awareness

**T**his club year, various methods will be used to increase awareness of Soroptimist and its mission to improve the lives of women and girls. Check out these exciting initiatives:

### Second Annual Live Your Dream Art Contest

The first Live Your Dream art contest, which received more than 4,350 entries from children around the world, was a huge success. This year's contest will ask children to draw a present-day woman who inspires them. The public will be able to vote online and winners will be announced on March 8, International Women's Day.

### Social Media

Last issue's public awareness article shared the benefits of taking part in the social media revolution. Over the past few months, Soroptimist has created a presence on various social networking sites, including LinkedIn, Twitter, Facebook, BlogTalkRadio, YouTube and Flickr. Using social media is a great way for Soroptimist to speak directly to members, affiliates, friends and donors. SIA's social networking sites draw more followers every day. Soroptimist will continue to leverage these opportunities. To get in the network, click on the social networking buttons on the Soroptimist homepage at <Soroptimist.org>.

Soroptimist will engage the public with social media by holding some fun contests this year. Look for an upcoming Flickr contest asking people to post pictures of themselves pledging to help women live their dreams, and a YouTube contest asking people to submit short videos of themselves living their dreams.

### Soroptimist Website

Soroptimist.org is doing well and continues to receive nearly 30,000 visits each month, but it needs some refreshing, such as an updated homepage, a new links section and more.

In addition, the Live Your Dream Campaign will have a new home on the Soroptimist website. Now is the time to more closely

align the Live Your Dream idea with Soroptimist. The merger of these two sites will shore up both brands.

### New Webisode Series

The new Live Your Dream section will also feature the latest webisode series about past Women's Opportunity Awards recipient Tyra Wright-Johnson, who shares various aspects of her life, including the abusive relationship she experienced with an ex-boyfriend; her struggle to make ends meet when she lost her job; her journey to finish school; and her desire to help other women by becoming a Soroptimist. Stay tuned for the debut of the new series.

### New Promotional Tools

Soroptimist will provide new promotional ads in all languages that can be used to raise awareness about Soroptimist. Clubs can use these marketing tools in various ways, such as distributing them at women's conferences and recruiting events, and putting them in media kits.

### "Women of Soroptimist" Book

Headquarters is in the beginning stages of creating a keepsake book highlighting some of the inspirational stories of Soroptimist award recipients. More to follow.

### Spanish and Portuguese Videos

Headquarters worked with clubs from Brazil, América del Sur and Mexico/Centroamerica regions to obtain video footage of club projects. A new organizational video has been produced in Spanish and Portuguese that will enable clubs in Latin America to spread awareness about Soroptimist and the mission.

Clubs are urged to participate in and use these tools and initiatives to help increase awareness of Soroptimist's mission to improve the lives of women and girls, in local communities and throughout the world. 🌐

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### The Soroptimist Ruby Award: For Women Helping Women

**The Soroptimist Making a Difference for Women Award has a new name—the Soroptimist Ruby Award: For Women Helping Women. The new name recognizes and honors the first federation president, Ruby Lee Minar. Also, a ruby is a deep red gemstone associated with wisdom, importance, vitality, strength, vivacity, power and love: all words embodying the strong and compassionate women who receive this award. Beyond the new name, the award remains the same. It continues to recognize women who work to improve the lives of women and girls through their professional or volunteer work.**

**During this transition phase, when referencing the new award, it is fine to say "formerly the Soroptimist Making a Difference for Women Award." New publicity materials for clubs to promote the Soroptimist Ruby Award are available in the program section of Soroptimist.org.**