

Soroptimist International
of the Americas
1709 Spruce Street
Philadelphia, PA 19103-6103



215 893 9000 PHONE
215 893 5200 FAX
siahq@soroptimist.org E-MAIL
www.soroptimist.org URL

Exhibit Guide for Clubs and Regions

Exhibiting at events and conferences, especially those targeted to women, is a great way for clubs to market Soroptimist to the public; increase awareness of the wonderful things Soroptimist does to improve the lives of women and girls; and attract potential members. This guide provides clubs and regions with tips and resources to achieve these goals and make their exhibitions a success!


Attract people to booth

Make the table visual and inviting. It should have a focal point. If the booth contains a backdrop, display a Soroptimist banner with the new S logo. Display one or two Live Your Dream posters. (A variety of poster designs are available on CD, which can be ordered from SIA headquarters. The posters can be blown up to a variety of sizes and professionally printed at a place like Kinko's.) These vibrant and colorful posters will touch the emotions of people who visit the booth and increase the likelihood they will remember Soroptimist. Below are a few examples.



Phyllis S. was a victim of physical and sexual abuse. She turned her pain inward and began abusing drugs and alcohol, eventually losing custody of her children. Now a college graduate, working mom and community volunteer, she is realizing her *dream* of a happy, productive life.

Phyllis S.
Soroptimist Women's Opportunity Awards Recipient


SOROPTIMIST
Inspire to Women

The first president of the first Soroptimist club, **Violet Richardson Ward** dreamed of an organization that would span the world and dedicate itself to service. She was particularly interested in helping girls to realize their potential, and one of her favorite expressions was, "It's what you do that counts."

Violet Richardson Ward
President of the first Soroptimist Club
Inspiration for the Soroptimist Violet Richardson Award


SOROPTIMIST
Inspire to Women

To attract even more women to the table hold a drawing. Order items with the S logo from SIA headquarters and give them as prizes. Ask women to put their business cards in a fish bowl, from which names can be drawn. Then there will be a way to contact these women later about helping with a service project or possibly joining Soroptimist. Keep track of women who don't have business cards by writing their names and contact information on a list.

When SIA headquarters participated in the Pennsylvania Governor's Conference for Women, it held a "Guess the number of *Best for Women* M&Ms" game where visitors could guess the number of M&M candies in a vase for a chance to win lunch for two at a Philadelphia restaurant. To participate, women placed their guess on their business cards and placed them in a basket. The game proved to be very popular, as it enticed hundreds of women to the Soroptimist booth.

Increase awareness of Soroptimist

Use the booth as a marketing tool. In addition to it being open, welcoming and friendly, the booth should make a strong statement about who Soroptimist is and what the organization does. Enlist club members to speak enthusiastically about Soroptimist and its mission. Display photos of club projects and members in action. Pictures paint a thousand words and can reveal the heart of the organization.

Some conferences and events can provide audiovisual equipment (there may be an extra fee). Show a clip from the "Voices of Vision" video. This video portrays some of the ways Soroptimist works to improve the lives of women and girls, in local communities and throughout the world. (Note: headquarters is currently working on a new video, which should be ready by the fall of 2006.) Have take-away materials available. These should include:

- SIA's new "Living Their Dreams" brochure (make sure they are customized with club contact information)
- *Best for Women* magazines
- Region and/or club fact sheets

- Purple domestic violence hotline cards

These materials can be put into Soroptimist pocket folders, which are now available from the sales department at SIA headquarters. Also, give visitors something to remember Soroptimist by, such as a key chain or refrigerator magnet.

Incorporate Live Your Dream campaign

Women's conferences and events are great places to promote Soroptimist's Live Your Dream campaign. After all, the purpose of the campaign is to improve Soroptimist's public profile. Give pins to visitors as a way to create awareness about the unique challenges facing women and the ways Soroptimist helps women and girls to live their dream.



Be sure to have plenty of pins on hand. To order a supply of pins online, clubs may visit the Sales section of the members-only site. Or print and fax an order form to 215-893-5200. Forms are available in the Library of the members-only site in Public Awareness>Live Your Dream Campaign.

Prior to the event, check with event planners to ensure donations can be accepted for pins. Even though the pins are not being sold, permission may be needed to collect money at the booth. If donations will be collected, be sure to have a secure money box on hand.

After exhibit is over

Once the event is over, reach out to the women who visited the booth and try to build a relationship with them. These women are potential members and/or donors. Using the contact information on the business cards, send personal thank-you messages to each woman. Thank her for stopping by and invite her to participate in a club project. The following is an example of a follow-up letter that may be sent:

Dear Kristy,

Thank you for visiting Soroptimist International of Anytown's booth at the Women's Conference, and for your interest in learning more about Soroptimist.

We hope you had a chance to read our brochure to learn what Soroptimist does to improve the lives of women and girls, in local communities and throughout the world. In addition to participating in programs offered by the organization, our club helps women in our local community by collecting books for incarcerated women at Anystate State Prison, donating care packages to women at the Anytown domestic violence shelter, and serving as mentors to at-risk teenage girls.

We'd like to invite you to a lunch/seminar our club will be hosting on how women can be successful at balancing their home, work and volunteer lives. Diane Smith, CEO of the Jade Group, mother of two and volunteer with the Anytown Domestic Violence shelter, will be the guest speaker. The event is at North Country Club at 12 p.m. on May 15. Call 215-559-2835 by May 10 to R.S.V.P. We look forward to seeing you there!

Sincerely,

Mae Weston
President, SI/Anytown

Order sales items

Clubs can order the following sales items from SIA to help make the most of their event:

- Living Their Dreams membership/marketing brochure
- Live Your Dream pins
- *Best for Women* M&Ms
- Live Your Dream poster CD
- Blue glossy Soroptimist pocket/presentation folder

To order online visit the Sales section of the members-only site. Clubs can also fax their order to SIA at 215-893-5200 or e-mail siahq@soroptimist.org. To print a price list and order form, visit Library>Membership>Membership Benefits>Sales.

Hopefully this guide will encourage clubs and regions to exhibit at more events and conferences, as well as make the experience a success!

For more information

Please direct questions about this guide to the communications department at Soroptimist headquarters:

1709 Spruce Street

Philadelphia, PA 19103

Phone: (215) 893-9000

Fax: (215) 893-5200

E-mail: siahq@soroptimist.org

Web: www.soroptimist.org