

Soroptimist International of the Americas



Strategies for a
Successful
2021-2022 Club Year



Strategies for a Successful 2021-2022 Club Year



Hot Topics for 2021-2022

Best practices

For a successful 2021-2022 club year

A look ahead

At new and exciting initiatives SIA will be implementing this year to engage supporters and increase awareness

 Soroptimist International of the Americas

Hello, I am Joy Swank, your Region Secretary presenting the Public Awareness Information on behalf of Public Awareness Chair, Jackie De Vries.

I am excited to share some hot topics from SIA regarding what's ahead. I'll start with best practices for a successful year, and then give you a look ahead at some of the new initiatives SIA will be implementing this year to engage supporters and create awareness.

Best Practices for Recognition

Stick with digital

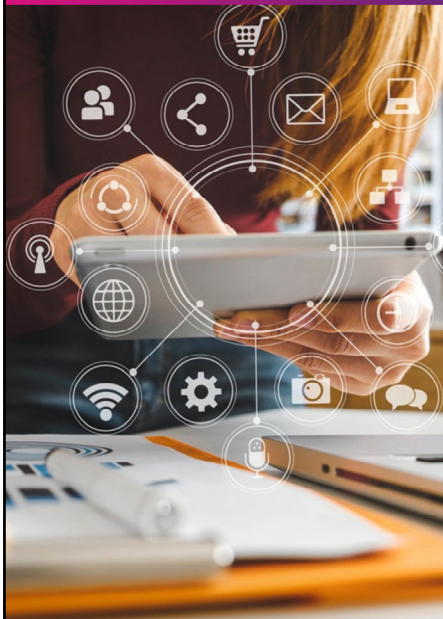
Continue using digital media, social media and other virtual methods to engage supporters and increase awareness!

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Over the past year, clubs upped the ante on using digital media, social media and other virtual methods to keep our publicity alive during the pandemic. Let's keep that momentum going throughout the 2021-2022 club year! Stick with using digital formats. This is not only a great way to increase our awareness, but to engage with members, the community, donors and local news media as well. Shout out to all the clubs that adapted, adjusted and persevered by switching many of your publicity efforts to a digital format!

Best Practices for Recognition



Use multi-channel marketing

Post the same message across multiple media channels



Another way to increase awareness and engage even more of your audience is to post the same message across multiple channels. This includes sharing your message in your club newsletter, on your social media page, on your club website and any other place your club shares information. Multi-channel marketing is effective because people like to engage in various ways. Another benefit is that it increases the chance of your audience seeing your messages. If someone misses the message in one location, they may see it in another.

Best Practices for Recognition

Share SIA content and stories

- Pull from social media, monthly *Best for Women* e-newsletter, email blasts and Soroptimist blog
- Make sure you are on SIA's email list!



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Share SIA's content and stories. An easy way to get content to share on your multiple channels is to pull directly from SIA's social media pages, its monthly *Best for Women* e-newsletter, email blasts and the Soroptimist blog (currently known as *What's New*). Also check your member account to make sure your correct email address is on file so that you receive all the email communications as well.

Best Practices for Recognition

Help promote 2021-2022 news

- Dream Big Campaign
- 47th Biennial Convention in Seoul, South Korea
- Dream Program stories
- Club/member spotlights
- Donor recognition, and more!

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Particularly during the 2021-2022 club year, SIA will need your help sharing and promoting the following news: the Dream Big Campaign; our continued 100th anniversary celebration; our convention in Seoul, South Korea; stories about Live Your Dream Award recipients and Dream It, Be It participants; spotlights on clubs and members; donor recognition, and more to help raise awareness of our brand.

Best Practices for Recognition

SIA Banners and Flags



Note: The size of this example is 3.5 x 8.5 inch and is intended to guide the placement of the SIA logo/text. Your banner/flag can be sized larger proportionately. Be aware that this will affect the sizing of the font and line weight.

Background:

Color: PMS 659

Logo: White trademarked "S" logo

Soroptimist International of the Americas, Inc.:

Font: Futura Regular
Color: White
Style: Sentence Case
Size: Shown in this scaled example at 18pt

White line:

Shown in this scaled example at 4pt

Region/Club Name:

Font: Futura Nova Bold
Color: White
Style: All Caps
Size: Shown in this scaled example at 18pt

Spacing/Placement:

Logo and text are centered both vertically and horizontally on the background. On a full size banner/flag, text should be within at least 3 inches of all sides (this may vary depending on your printer's specifications and final size of your piece).

Implement consistent visual identity

Which is essential to SIA's branding efforts



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Having a consistent visual identity is all essential to our successful branding efforts. When clubs create unique or different logos for local use, it interferes and competes with SIA's overall brand. For more information on SIA's visual identity, I encourage you all to review SIA's Branding and Style Guide, which is available in the Recognition & Branding section of the website. You can also find a guide for designing your club banners and flags.



Best Practices for Recognition

Stay on brand

Implement mission-focused projects that contribute to our 2021-2031 Big Goal:

“Invest in the dreams of half a million women and girls through access to education.”

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Another best practice is to stay on brand and keep our mission in mind when your club does projects other than the Dream Programs or Big Goal Accelerator projects.

“Mission-related” projects are club projects that increase access to education for women and girls who face obstacles. This types of projects will contribute to our 2021-2031 Big Goal to invest in the dreams of half a million women and girls through access to education.

When clubs participate in and publicize mission-focused projects, it helps solidify our brand identity.



What is new in 2021-2022? Throughout the federation, we have a lot exciting things in store for this club year. Here are a few of the new resources and engagement opportunities to help enhance your publicity efforts and overall member experience.

SIA will provide guidelines for club publicity chairs. If you are interested in overseeing your club's publicity efforts this new guide will guide you through the responsibilities of being club publicity chair.

SIA will provide a photo and video guide to provide tips on how to take photos and videos that enhance your stories and make them more engaging and effective.

SIA will also refresh the current branding and style guide by giving it a slightly new look and updating some of the information.



You will also see some new exciting initiatives during the 2021-2022 club year.

Currently, SIA uses the What's New section of the website to share federation. SIA plans to revamp this section and turn it into an actual blog that engages and informs members; boosts fundraising efforts, attracts potential supporters and drives web traffic.

SIA will provide member engagement emails that provide useful tips, inspiring content, calls-to-action and more. These will be in all languages.

You will also get to experience more user-generated content. User-generated content is anything that is created by you, our donors and our program participants. SIA wants to share more stories from our audiences about what they love about being a member;

why they donate; how the Live Your Dream Award helped them. Using real stories increases engagement and awareness of our brand. To develop your own content you could write a short blog post and share pictures or record a short video. This is where the new photo and video guidelines will help.

By January, SIA will add new portal on website to collect these stories, photos and videos. They are very excited to kick off this new initiatives this year.

Thank You for Listening!

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Thank you for your time today! I'm very excited about all the new possibilities for the new club year and I hope you are too!

Please reach out a member of the Region Public Awareness committee and they will be happy to assist you in any way possible.

[INTRODUCE NEXT SPEAKER]