



Pillar Posts ~ From Sierra Pacific Region Chairs

June 2018

(Please read as correspondence at your next business meeting & email to your club's Committee Chairs.)



FUNDRAISING [by Barbara Giambastini, SPR Chair](#)



The Impact of Club Giving: If each of our 1,300 Soroptimist clubs contributed at least 10% of their funds raised we could invest so many more dollars into our very own award-winning Dream Programs. These funds would allow us to benefit the 20 million women and girls across our 21 countries in those

underserved areas. IMAGINE our impact as a Dream Program-focused organization invested in supporting more women and girls across the world. If you are a club making Club Giving a priority and share your gift of 10%--- thank you! All of our Thirty-three (33) clubs made a giving contribution with twenty-four (24) clubs at the 10% level. **WORKING AS ONE INVESTING IN DREAMS for a total of \$46,337.00**

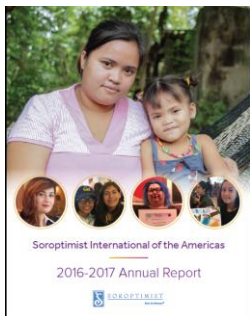
MEMBERSHIP PILLAR POST [by Amory Elizondo, SPR Chair](#)

Retention! Retention! Retention! This is the most crucial time for retention. Call members, send hand written cards, meet for lunch, show them that they matter and how important their membership is. Over the summer break keep them engaged by planning a BBQ and inviting family members. For those that unfortunately won't be returning be sure to give them the Resigning Member Survey or even give your new members a survey on how their first year went. It's best to learn directly from the source. **More material to come this summer and will be posted on the website soon!!!**

**Challenges are on hiatus until the start of next year*



PROGRAM PILLAR POST [by Gail Dekreon, SPR Chair](#)



Check out SIA's latest annual report for 2016-2017 at <https://www.soroptimist.org/pdf/annual.pdf> to learn about all of the hard work, dedication and impact from our clubs and members. When we work together we make great things happen for women and girls around the world! **According to the report we helped 1,467 women with our Live Your Dream grants in an amount over \$2 million AND 100% of our Soroptimist International of the Americas countries and territories gave awards!**

PUBLIC AWARENESS PILLAR POST [by Joelle Leder-Rule, Kate McGuire, SPR Chair](#) & Team

Introducing Your New Board in Local Media: June is a great time for publicity in your community because we're all electing new boards and hosting installation ceremonies. Issuing press releases including a photo of your club's new board shows the community who Soroptimist leaders will be in the new fiscal year. It's a great way to increase awareness and extend our collective impact. Also, please send your club's installation photo to JoelleLeder@gmail.com and she will post it on our region Facebook page!



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