



## Pillar Posts ~ From Sierra Pacific Region Chairs

August 2018

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



### FUNDRAISING Pillar Post [by Linda Silveira, SPR Chair](#)

As you begin to prepare for your 2018-2019 club year remember CLUB GIVING IS THE FUEL THAT FIRES OUR SOROPTIMIST DREAM PROGRAMS. Has your club make the pledge to support the programs that change the lives of women and girls in our 21 countries that will enable them to live their dreams.



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



SIA is thrilled to announce the launch of our newest membership campaign. [The Diamond Campaign: Shining Our Way to the 2<sup>nd</sup> Century](#) will be a multi-year campaign to strengthen our organization's membership base. We will stand strong and shine brighter than ever as we approach Soroptimist's 100<sup>th</sup> anniversary. Year 1 of the campaign begins on June 1, 2018 and will close on May 31, 2019.

### PROGRAM PILLAR POST [by Tana Elizondo, SPR Chair](#)

Need help looking for ideas for Live Your Dream? Don't forget to visit the SIA website for the Toolkit. If you can't locate it, please let me know and I can walk you through it or send you the link. It's never too early to start seeking applicants.



### PUBLIC AWARENESS PILLAR POST [by Joelle Leder-Rule](#)

New for public awareness this year is using Soroptimist's brand identifiers consistently which is an important part of building a strong brand and having people know who we are and what we do.



Each event flyer should have the following:

1. New "S" Logo vs SI Emblem (lady)
2. FULL Soroptimist Club name - ie Soroptimist International of \_\_\_\_\_
3. Mission Statement – *A global volunteer organization working to improve the lives of women and girls through programs leading to social and economic empowerment.*