



## Pillar Posts ~ From Sierra Pacific Region Chairs

November 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](#)

**Giving Tuesday** is a global day of giving that is celebrated on the Tuesday following Thanksgiving. This November 27<sup>th</sup> please plan to make a donation to Soroptimist and join the movement to empower and enable more women and girls across the world to Live Their Dreams. Members will receive an email on Giving Tuesday directing them to a link to make online donations.



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



Orientations can be a little easier when you use [Soroptimist 101](https://soroptimist.imgix.net/05-for-members/for-members/welcome-new-members/soroptimist101.pdf) (<https://soroptimist.imgix.net/05-for-members/for-members/welcome-new-members/soroptimist101.pdf>) to assist with acclimating new members to all things Soroptimist. Because it's filled with highlights and links to resources available through membership, it's a great way to introduce our organization.

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

One might wonder why focus on Women and Girls? Gender discrimination often begins at a young age—in some cases even before birth—and girl children are devalued and discriminated against throughout the world. In many cultures, girls are considered to have little or no value, and therefore poor families often opt not to educate their female children.

Without an education, women are less likely to find sustaining work at a living wage and are more likely to remain poor throughout their lifetimes.

When initiating club projects that benefit women and girls, Soroptimist clubs and members improve the overall status of women and girls. It's your club projects and programs that can aid women economically and empower them to make positive changes in their lives and their communities. Keep up the great work!



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



The Live Your Dream deadline of November 15<sup>th</sup> is fast approaching. Now is a wonderful time to increase your public awareness efforts by sending out press releases and posting on social media. This could include your clubs Facebook or Instagram page as well as encouraging your club to re-post your posts. Another idea could be posting about a past recipient and how the award helped her. Maybe include a photo and/or an interview.