



Pillar Posts ~ From Sierra Pacific Region Chairs

February 2019

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



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

MONTHLY GIVING: A monthly gift provides a reliable source of funding for Soroptimist programs that change the lives of women and girls around the world. When you join the Monthly Giving Program you will be helping all the women still waiting to Live Their Dreams. To join the monthly giving program, go to <https://www.soroptimist.org/members/fundraising/laurel-society-monthly-giving.html>



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



February Tip: Love is In the Air

Celebrate your club by sharing the love! Remember to post not just exciting news or upcoming events, but also post pictures regarding your membership and new members. Maybe have a new member feature!

February Challenge:

Celebrate your club's membership on Facebook and tag people in it! (Shoot me an email after it's been completed so I can verify it.)

**Must send completions by May to receive your point for the Shaping the Future*

contest submission.

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

Who else within your community can be included in your celebration? An event highlighting Soroptimist's signature programs and the individual women we serve can be an ideal way to thank your judges, honor past recipients of the Live Your Dream Award, or inspire other women who are interested in learning more about Soroptimist. You may also consider inviting local politicians and other leaders within your community, or a local newspaper who can highlight your club's impact in the community.



TIP: Invite your recipient(s) to be in a photograph (after obtaining their permission via the media consent form) with club members. Share the photos with the recipient(s) as a reminder of her special celebration, with club members as an example of their meaningful work in the community, and with a press release to local media.

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

Creativity is a huge factor in raising awareness for our Soroptimist cause. The good news is that social media and the rise of content marketing has made raising awareness more fun, accessible, and possible. In fact, 47% of Americans learn about causes via social media and online channels. Source: AVECTRA.COM. Use a Strong, but Friendly Call-to-Action in each post. Being polite is important, but being direct can be important, too.

You have made people aware of your local Soroptimist club but leaving it at that isn't doing any good. Once you have scheduled your event, sent out your press releases and posted and shared it via social media, make sure you're telling your supporters to take action now. Use words like "Join in today," or "Limited seating" and be sure your message has that "wow" factor!

