



Pillar Posts ~ From Sierra Pacific Region Chairs

March 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](#)

Soroptimist Dream Programs empower disadvantaged women and girls by providing access to education. Within the territorial limits of Soroptimist International of the Americas there is an estimated 20 million women and girls that need our help. Has your club made Soroptimist their cause of choice by redirecting club funds given to our Dream Programs? ***By focusing our fundraising efforts on our own programs, we will be able to help more women and girls live their dreams.*** My goal this year is to help you all individually make this happen, by signing up for **Monthly Giving**.



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

Tip of the Month: Together Everyone Achieves More! As Soroptimists, we are focusing on our Big Goal of Increasing Our Collective Impact. When we come together to do this, we empower our members, engage them, and increase our ability to serve more disadvantaged women and underserved girls through our Dream Programs.



March Challenge:

1. Invite a new member to join a committee meeting and encourage them to get involved with something new.

Submit entry to Amory Marple (spmembership@soroptimist.net) before May 1st for an additional point on your Shaping the Future application

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

Please don't forget to implement "Beyond the Cash Award" for your Live Your Dream Recipients. It is important to keep in contact with all your clubs current and past recipients. The new 'How To: Host a Successful Club Event Honoring Your Recipient' resource is now available on the SIA website in multiple languages. Click on the link for the English version. [English](#)



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

A quick clarification on what statement to use on club flyers, websites etc regarding our Soroptimist Mission Statement from Darlene Friedman, Senior Director of Marketing Communications at SIA. "Our official mission statement is *Soroptimist improves the lives of women and girls through programs leading to social and economic empowerment.*



However, you may also use this restatement with a description of who we are instead of our name. WE often use "A global Volunteer organization that improves the lives of women and girls through programs leading to social and economic empowerment" when we don't need to use the word Soroptimist (because of the statement's proximity to our logo or name, etc.) and yes, they're both correct depending on the circumstance and your preference."