



## Pillar Posts ~ From Sierra Pacific Region Chairs

April 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](#)

The importance of Club Giving- *"The most important thing that will help me achieve my dreams is someone that takes the journey with me."* --Live your Dream Award Recipient. It is your club's 10% club giving that will allow us to extend opportunities to girls and women who are in areas that have been underserved. **The deadline to SIA for recognition for the club year us May 31<sup>st</sup>.** Please help us to help those who need someone to take the journey with them. Only we can make this happen!!!



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

**Tip of the Month:** Lead the Way

SIA now has a new section on their website dedicated to leadership development! Because our members look to their President and Board for information, direction, and guidance, it's very important to develop and implement effective leadership skills. Visit the website to find information on general leadership topics that include conflict resolution, meetings, and creating a healthy club atmosphere.



<https://www.soroptimist.org/for-clubs-and-members/federation-information/leadership-development/index.html>

**April Challenge:** Have the president and vice president of your Club visit the website!

Submit entry to Amory Marple ([spmembership@soroptimist.net](mailto:spmembership@soroptimist.net)) before May 1<sup>st</sup> for an additional point on your Shaping the Future application

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

Has your club completed a Dream It Be It Program? Do you need help with your Reporting and Evaluation Worksheet submission to SIA? Don't hesitate to reach out to your Region Chair Katie (Elstad) Ritchey for assistance and help. Her contact info is [SPdibi@soroptimist.net](mailto:SPdibi@soroptimist.net) or phone is 209-585-7675.



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

Spring has sprung and for most clubs in our region it is also time for Spring Club Fundraising Events, women's awards and *Live Your Dream* grants to be given to our recipients! This is also a wonderful time to create some buzz for your club by posting about your upcoming events in social media, submit press releases to the local papers and/or send out a newsletter to your community email list of contacts. Each of these ideas will all help to create more public awareness about your events. Then after your event be sure to follow up with a press release about how your event went, post photos and content in social media and remember to thank your event sponsors/donations one more time! Each time this is done, it helps for the next event as more public awareness is out there and more people will know about our Soroptimist brand and what we do for the community.

