



Pillar Posts ~ From Sierra Pacific Region Chairs

October 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](#)

Ladies, each year clubs make Founders Pennies donations to celebrate the founding of Soroptimist to support federation programs. The tradition of Founders Pennies began in 1943. Clubs collected one penny for each year of Soroptimist's existence and used the money to help re-establish clubs in Europe that had disbanded as the result of pre-World War II political conditions and the war itself. Founders Pennies represent approximately 10% of the total contribution to fund federation programs. REMEMBER to Pay Your Founders Pennies, It's like "Pennies from Heaven".



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

The Soroptimist website has tons of promotional material for you to personalize and use for any type of Membership Drive Event. My favorite is the Recruitment Card Handout. These business-card-sized informational cards are perfect for networking events, or to distribute at mixers of club recruitment nights. The card highlights our mission on one side, and on the other includes space for your club's contact information. You can even go the extra mile and insert a line on the bottom to fill in your club's next meeting info.



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

What is Beyond the Cash Award and how can my club engage with past Live Your Dream recipients is a common question I get asked. Followed by why and then we don't have time! Beyond the Cash Award is anything a member or club does with the LYD recipient. It can be following up with her to see if she is still on task with school. Maybe she needs help finding employment or day care. Maybe she needs a mentor to get her through some areas of concern, or maybe just someone to lift her up and give her some positive reinforcement.



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

As a reminder to all Club Presidents, Club Public Awareness Committee Chairs and all Club Members: To meet the requirements from the Sierra Pacific Region as well as SIA, ALL flyers must have the following:

1. **Full club name:** Soroptimist International _xyz_ [club name]
2. **S Logo** in blue or black only. Please use the S logo with "Investing in Dreams"
3. **Mission Statement** revised: "A global volunteer organization that provides women and girls with access to the education and training they need to achieve economic empowerment."
4. **They must be approved!** Please email directly to the SPR Pillar Chair, Joelle Leder-Rule at SPPublicAwareness@Soroptimist.org for review and approval BEFORE items are printed or distributed to the public.



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