

## We Are Soroptimist.



### Guidelines for Sierra Pacific Region in SIA – From Public Awareness Chair - 2018-2020 – Joelle Leder Rule

Each flyer or notice sent out to the public via newspaper, social media postings, handed out to the community, etc.

MUST be reviewed and approved by the Sierra Pacific Region Public Awareness Chair – Joelle Leder-Rule BEFORE posting.

Email [sppublicawareness@soroptimist.net](mailto:sppublicawareness@soroptimist.net)

Back up email – [JoelleLederRule@gmail.com](mailto:JoelleLederRule@gmail.com)

Or if you need assistance with social media/facebook/instagram sites.



### SPR/SIA is looking for the following three items that must be listed:

1. S Logo or S Logo with new Tag line in blue or black color only (or reverse with white.)
2. Your entire club name ie Soroptimist International of .....
3. New Mission Statement - *A global volunteer organization that provides women and girls with access to the education and training they need to achieve economic empowerment.*

Our Federation is - Soroptimist International of the Americas (SIA).

Website: <https://www.soroptimist.org/>

We are in the Sierra Pacific Region and our website is: <https://sierrapacificregion.org/>

Great job ladies as we have 100% of all SPR clubs represented on facebook, about half of the clubs on Instagram and only about 2-3 websites to complete to have 100% in club websites by June 30, 2020. Chris Carroll is on the SPR PA Committee and will help you with your website needs and questions. Her contact info - [chris.carroll1121@gmail.com](mailto:chris.carroll1121@gmail.com).

NEW Recruitment Flyers: [https://www.soroptimist.org/for-clubs-and-members/federation-information/recognition-and-branding-tools/social-media-ads.html?fbclid=IwAR0vMhGQuOVzfoEmBiBjccqza9L7cNKE\\_c7ibt5EN1D5Xvc\\_FHCLlpr1-Y](https://www.soroptimist.org/for-clubs-and-members/federation-information/recognition-and-branding-tools/social-media-ads.html?fbclid=IwAR0vMhGQuOVzfoEmBiBjccqza9L7cNKE_c7ibt5EN1D5Xvc_FHCLlpr1-Y)

NEW Logo Downloads: <https://www.soroptimist.org/for-clubs-and-members/federation-information/recognition-and-branding-tools/logos-downloads.html>

Other helpful tools from SIA - <https://www.soroptimist.org/for-clubs-and-members/federation-information/recognition-and-branding-tools/index.html#resource-group-3959>

NEW Club Brochure - <https://www.soroptimist.org/for-clubs-and-members/federation-information/recognition-and-branding-tools/club-brochure.html>

Branding Style Guidelines - <https://soroptimist.imgix.net/05-for-members/recognition-and-branding-tools/branding-style-guides/SIABrandingandStyleGuidelines.pdf>