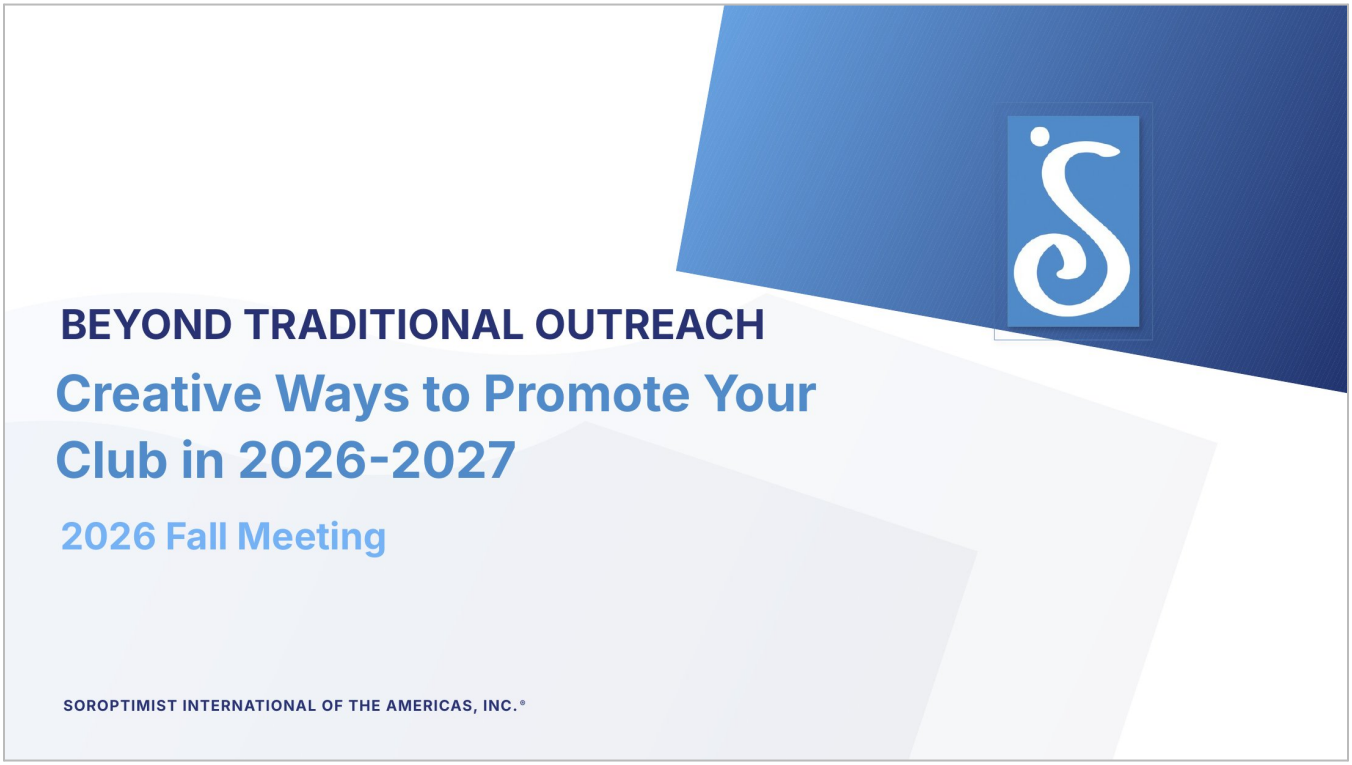
Slide 1 — Beyond Traditional Outreach



Slide 2 — Let’s Learn From Each Other!



Speaker notes

(About 1 minute)

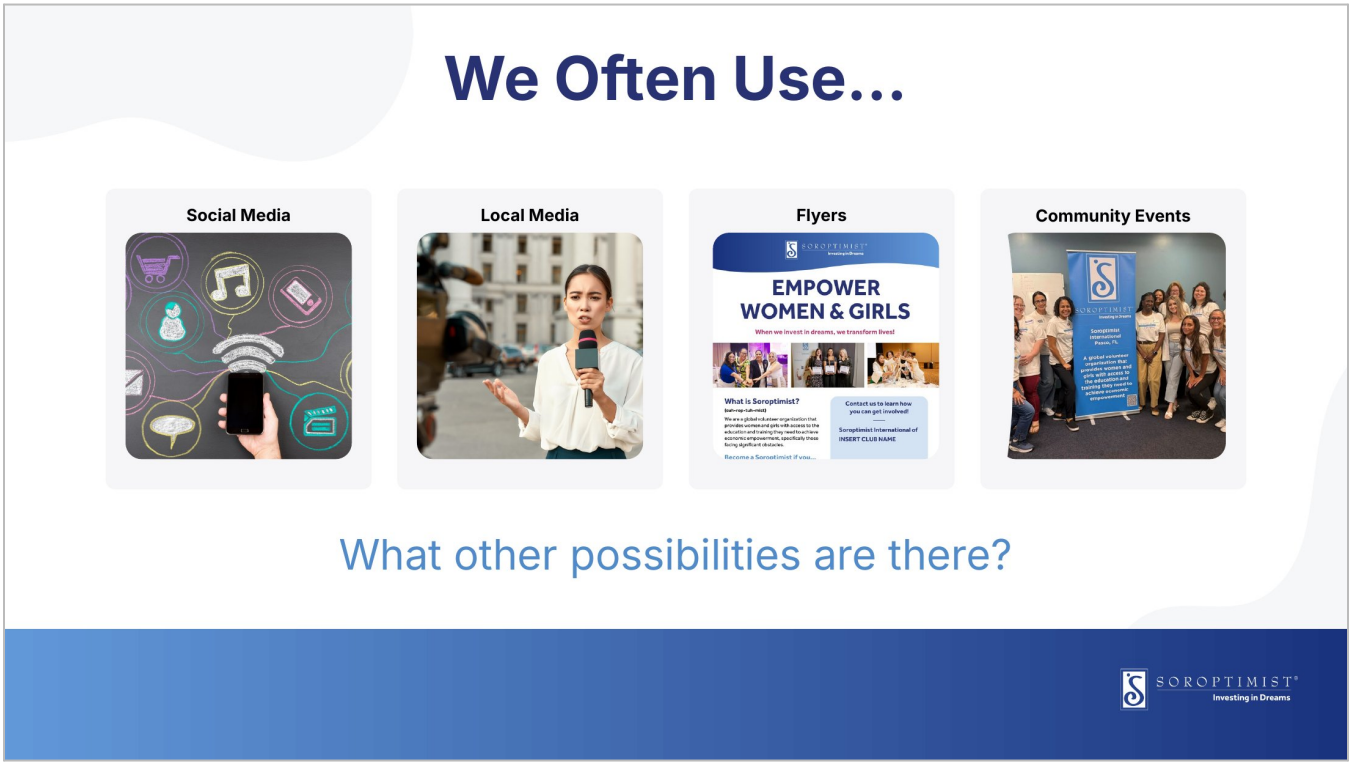
Welcome, everyone! Today isn’t a traditional presentation. It’s an idea exchange.

Every club has discovered something worth sharing, and our goal is to collect as many promotional ideas as we can.

Governor-Elect Kristal will jot down your ideas, and we’ll send them to the Marketing & Communications Team at SIA Headquarters. Some may be featured on the SIA blog or inspire future resources for clubs.

There’s no “perfect” answer. Your idea might spark another club’s next great PR success.

Slide 3 — We Often Use...



Speaker notes

(About 1 minute)

Most of us promote our clubs with social media, local media, flyers and community events. Those still matter.

But the ways people find organizations are changing, so let’s think a little differently: partnering with another group instead of going it alone, a short video instead of another photo album, or one woman’s story instead of an attendance count.

Let’s find some new ideas together.

Slide 4 — Need a Spark?



Speaker notes

- Share one woman's or girl's story instead of an attendance count
- Co-host an event with another organization
- Join a local nonprofit giving hub, like Live Solano Give Solano
- Post a short video instead of a photo album
- Host a restaurant round-up night

Ask: "Has your club tried one of these? How did it go?"

Slide 5 — Every One of These…



Speaker notes

Great job, everyone! Show of hands: how many heard at least one idea you'd like to take back to your club? (Pause.)

It all comes back to one goal: helping more people discover who we are and the difference Soroptimists make.

Every story, partnership, media mention, social post and community event raises awareness of our work to advance women's and girls' economic empowerment through access to education.

And with our new Driven by Dreams membership campaign, more visibility means more chances for potential members to discover us and picture themselves as part of it.

Slide 6 — Together, We Grow Our Impact!



Speaker notes

(About 30 seconds)

Thank you! Watch the November Region Newsletter. We'll publish all the ideas from every district meeting there, along with more tips.