




INTRO

- Hello, my name is Kris Chorbi and I am your Public Awareness chair for the 2022-2024 biennium.
- I love public awareness. Why, because I like knowing everything that is going on with our clubs. As a past Governor, I had the privilege of attending many club meetings and events to see all the creative ways you are raising funds and helping women and girls in your communities.
- I want everyone in your communities to know this as well so let's talk what you can do to raise your brand awareness.



Objectives

- Understand you and your club's role in SIA's Big Goal.
- Learn ways your club can help raise SIA's global profile in a meaningful and positive way.

Raising SIA's Global Profile

The objectives of today's presentation are:

- To help you understand you and your club's role in SIA's Big Goal; and
- To learn ways your club can help raise SIA's global profile in a meaningful and positive way



As you may or may not know, SIA'S strategic plan has five strategic outcomes. I'd like to talk to you about brand recognition.

Our brand recognition goal states that SIA global marketing and communications will drive meaningful actions to increase impact.



When we say, “meaningful actions,” what this means is that everything we do at all levels of the organization must be on brand and relevant to our mission. Our actions and communications must be unified and consistent. And they must help move the needle forward to achieving our Big Goal. These types of meaningful actions will increase our global awareness, further our reach and deepen our impact.

Superheroes Unite!

IF YOU COULD BE A
SUPERHERO, WHO
WOULD YOU BE?



Raising SIA's Global Profile

Let me ask you a question. If you could be a superhero, who would you choose to be and why?

Ask for audience participation.

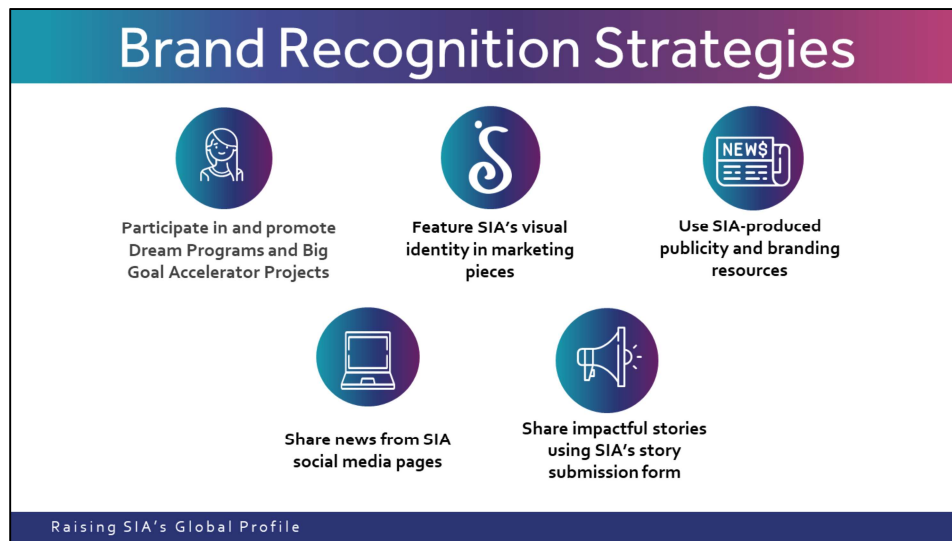


I ask that you all be BRAND WARRIORS! Your brand warrior superpowers help elevate our brand recognition at the local level in a way that positively impacts our strategic goal.

Raising our brand recognition will help boost our membership, help foster engagement through our clubs, increase donor acquisition, and further the impact of our programs.

Use your BRAND WARRIOR superpowers to implement our brand recognition strategies.

These are:



Participate in and promote the Dream Programs and Big Goal Accelerator Projects

These programs are a true testament to what Soroptimist stands for and what we work so hard to achieve, which is to provide women and girls with the access to education and training they need to achieve economic empowerment. Promoting these programs positively affects our ability to increase our recognition, recruit members and fundraise outside our organization.

Feature SIA's visual identity in marketing pieces

I cannot stress enough how important it is to have a unified visual identity. How important it is that all levels of SIA use the "S" logo consistently. Using another logo

interferes and competes with our overall brand image. SIA's Branding and Style Guide provides more information about this.

Use headquarters-produced publicity and branding resources

SIA provides publicity kits for the Dream Programs, sample news releases, a customizable brochure and flyers, banner and stationery templates, and several other tools to help clubs with their publicity efforts. There is also a website design tool guide and social media tool guide as well. SIA plans to provide additional tools for clubs in the coming year as well.

Share news from SIA social media pages on club and region social media pages

Social media is a great way to increase awareness. I

social media presence. And that you've worked really hard to build your online presence. That is a step in the right direction for our brand recognition. In addition to sharing news from SIA's pages, clubs should share posts about your own Dream Program activities, mission-focused projects and fundraisers—REMEMBERING OF COURSE, THAT WHAT YOU PUT IN THE PUBLIC EYE IS ON BRAND.

Share impactful stories using SIA's story submission form

This past year, SIA introduced the Share Your Story forms in all languages at region conferences. These forms enable them to gather meaningful content that we can all use in many ways. It is a great idea to share stories that showcase the great work of our clubs and how our mission impacts lives. I ask

that your clubs share their own impactful stories through your newsletters, social media and websites.



Here is where you can find both the recognition and branding resources and the story form on the SIA website. Of course, the Recognition & Brand link is located on the footer of the Founder Region website for your convenience.



Now I want to share with you some of my favorite SIA resources to help you raise your profile in your local communities.

SIA has designed new banner images and profile pictures for clubs to use on social media. Whether your club is on Facebook, Twitter, LinkedIn, YouTube or Instagram, these images match the required size specifications for each platform. Use it as is or tailor to your club. I just updated our Facebook page profile picture and added a photo of our own club members. It

really gave it a more professional & modern look.

Founder Region has also provided the S Logo for Zoom in the correct dimensions. This is used in the email confirmation if you require registration and is one more way to brand our events.



Advertising on social media is a great way to increase awareness about your club events, fundraisers and recruitment efforts. SIA provides several flyers for clubs to customize and distribute throughout your community. Here are steps to use the flyers digitally. The link to these is also on the “Resources” page of our Region website under Public Awareness.

- Download ad – it’s a writable PDF!

- Open in Adobe to customize with club information.
- Save document and export as a jpg image – necessary for posting on Facebook.
- Don't forget to include text in your post that reinforces the ad, as well as includes the link for more information on how to get involved.

- For example:

Find your inner joy by joining a dynamic group of women who care about making the world a better place for women and girls. For more information visit: INCLUDE CONTACT INFO FROM AD.



Here is a wonderful modern brochure that is completely customizable for your clubs. You can easily add your local projects and meeting information. You can also add another page for all your club specific information. It is downloaded in PowerPoint so adding more content is quick and easy. Let me know if you need any help with adding your club specific content.



The last resource I want to touch on is the Region Newsletter, which is a wonderful resource to get information about region events/program updates etc. It is sent out by mail chimp to every member on the 15th of every month, posted on Facebook and on the “Newsletters: page on the region website. This year we are including club event flyers if they are emailed to me or if I see them on Facebook. It is so fun to attend another club’s events and of course, the region & Fellowship boards likes to attend as many events as possible as well. If you are not receiving this

great resource, please contact me to be included.



I am also happy to help update or re-invent your club website. SnapPages is my go to platform and is very reasonably priced - \$144/year. I recently helped SI/Eel River Valley set theirs up. I found most of their content from their Facebook page to set up the pages. After just a couple hours of training, they took over and finished up with work.

Our committee will be reviewing your websites once more and will let you know our suggestions for best practices and branding.



Let's Work Together!

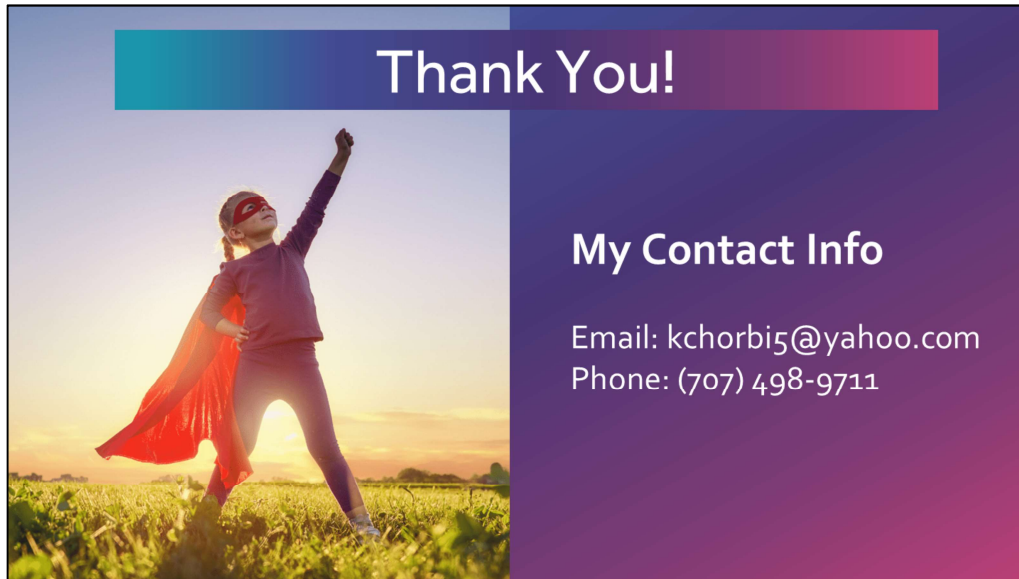
- Unify our messaging
- Be consistent with our visual identity
- Conduct meaningful actions to support Big Goal

Raising SIA's Global Profile

One last thought is a reminder that we must work together. We know how important it is that we are known for our life-changing work. No other organization provides impact for women and girls the same way we do. That is what makes us unique and empowers us to stand out. You often hear that Soroptimist is the best kept secret. That we must let the secret out and shout it from the mountain tops! I love the idea of shouting who we are from the mountain tops,

HOWEVER, IT IS SO VERY IMPORTANT THAT WE ALL SHOUT THE RIGHT MESSAGE.

By unifying our messaging, being consistent with our visual identity and conducting meaningful actions to support one big goal we will manifest a movement capable of building a strong, well-known brand and mobilizing the members and funds to expand, deliver, and sustain our global Dream Programs.



If you ever need me in the future this is how you can reach me. I look forward to working with you over the next biennium. Thank you for listening and I hope that you all accept your role as BRAND WARRIORS!