



# Public Awareness



## Goal: Raising our global profile

- Boost Membership
- Further our Impact of our Dream programs
- Increase Donor Acquisitions
- Foster Engagement with non members





## Be a Brand WARRIOR!



**Dream Programs:** Participate in and promote the Dream Programs and Big Goal Accelerator Projects to increase our global recognition.

**Visual Identity:** Feature SIA's visual identity consistently in promotional materials.  
**Recognition and Branding Tools:** Use SIA produced publicity kits, templates, sample brochure and branding tools available on the website.

**Social Media Sharing:** Share posts about Dream Programs, club projects and SIA news on club social media pages

**Impactful Stories:** Share member experiences, award recipient stories, donor stories, and club projects using SIA's "Share Your Story" forms to raise awareness of our impact.



## For the Soroptimist Brand to be successful:

- Consistent visual identity
- Support the mission
- Provide fun, meaningful experience
- Embrace focus and change



**WE MUST DELIVER ON OUR BRAND PROMISE!**



**SOROPTIMIST<sup>®</sup>**  
**Investing in Dreams**



# What does that mean for us?



- Consistency/continuity with Branding
- Having a strong visual identity is a key part of our branding strategy. This affects our ability to increase our recognition, recruit members and fundraise outside Soroptimist®.
- The official SIA “S” logo, which includes the “Investing in Dreams” tagline, serves as the face of the organization. Clubs and members should use the “S” logo (with the trademark symbol) on all publicity materials, including stationery, news releases, websites, social media pages, flags and banners.
- You will find the Branding Style guide here: [Soroptimist International of the Americas, Inc.](https://www.soroptimist.org/branding-style-guide)
- Share your story with SIA - Stories make awesome content that can inspire our members, attract new people, and help raise funds for our programs! [Soroptimist International of the Americas, Inc.](https://www.soroptimist.org/share-your-story)



**SOROPTIMIST®**  
Investing in Dreams



## Resources:

Recognition and Branding Tools: [Soroptimist International of the Americas, Inc.](#)

Soroptimist Raise Awareness: [Soroptimist International of the Americas, Inc.](#)

Branding Style Guide: [SIABrandingandStyleGuidelines.pdf \(imgix.net\)](#)

Website Guidelines: [website-guidelines.pdf \(imgix.net\)](#)

Soroptimist Logos: [Soroptimist International of the Americas, Inc.](#)





# Soroptimist.org/For-Clubs-and-Members/index.html

A cheat sheet to help you find the resources and information you need for a successful club and member experience!

FEDERATION INFO	PROGRAM RESOURCES	FOR CLUBS	FOR MEMBERS	WHAT'S NEW	DONATE/FUNDRASE
<p><b>Recognition &amp; Branding Tools</b></p> <ul style="list-style-type: none"> <li>Style and Branding Guide</li> <li>SIA Logos</li> <li>Media, Stationery and Web Templates</li> </ul> <p><b>Key Messaging</b></p> <ul style="list-style-type: none"> <li>Key Messages</li> </ul> <p><b>Nominations &amp; Elections</b></p> <ul style="list-style-type: none"> <li>Ballot information, nominations, elections results</li> </ul> <p><b>For Region Leaders</b></p> <ul style="list-style-type: none"> <li>Region governor and chair position descriptions and applications</li> </ul> <p><b>Additional Information</b></p> <ul style="list-style-type: none"> <li>General Membership Information (FAQ, Monthly Membership Stats), Governance (Bylaws, SIA Procedures, Be It Resolved), Licensing Documents (SIA Policy for Registered Marks, Licensing FAQ, Application and Fee Form)</li> </ul> <p><b>Soroptimist International</b></p> <ul style="list-style-type: none"> <li>SI President's Appeal, Friendship Link Resources</li> </ul> <p><b>Access Club/Member/Leadership Directories</b></p> <ul style="list-style-type: none"> <li>Link to login</li> </ul> <p><b>SIA's Strategic Plan</b></p> <ul style="list-style-type: none"> <li>Full and abbreviated versions in all languages</li> </ul> <p><b>SIA's Big Goal</b></p> <ul style="list-style-type: none"> <li>Club Exercise Results, Update</li> </ul> <p><b>Leadership Development</b></p> <ul style="list-style-type: none"> <li>General Leadership Topics, Conflict Resolution, Meetings, Healthy Club Resources</li> </ul>	<p><b>Live Your Dream Awards Club Resources</b></p> <ul style="list-style-type: none"> <li>Introduction and impact Information</li> <li>Materials and Tips for Recruiting Applicants</li> <li>Tools for Selecting Recipients</li> <li>Tips for Honoring Recipients</li> <li>Materials Needed for Reporting</li> <li>Raising Awareness (publicity tools and more)</li> </ul> <p><b>Dream It, Be It Club Resources</b></p> <ul style="list-style-type: none"> <li>Program Curriculum</li> <li>Planning Tools</li> <li>Procedures for Working With Youth</li> </ul> <p><b>Soroptimist Club Grants for Women and Girls</b></p> <ul style="list-style-type: none"> <li>Application Tips</li> <li>Impact Reports</li> </ul> <p><b>LiveYourDream.org Member Resources</b></p> <ul style="list-style-type: none"> <li>LiveYourDream.org Goals, Member Resource Guide</li> </ul>	<p><b>Recruitment Tools</b></p> <ul style="list-style-type: none"> <li>The Diamond Campaign</li> <li>Recruitment Tips</li> <li>Inducting New Members</li> <li>Other Recruitment Tools</li> </ul> <p><b>Retaining Members</b></p> <ul style="list-style-type: none"> <li>Retention Tools</li> <li>Club Assessment Tools</li> </ul> <p><b>Soroptimists Celebrating Success Awards</b></p> <ul style="list-style-type: none"> <li>Entry form, Recipients</li> </ul> <p><b>Club Administration</b></p> <ul style="list-style-type: none"> <li>General Information including Club Roadmap, Club Calendar, Finance Information, Insurance Information, Club Merger Resources, and more</li> </ul> <p><b>Pay Dues/Manage Club Roster</b></p> <ul style="list-style-type: none"> <li>Link to pay online, Forms 5008, 5010, 200, Dues/Fee Amounts</li> </ul> <p><b>Club Member Forms</b></p> <ul style="list-style-type: none"> <li>All the forms you need in one place!</li> </ul> <p><b>Welcome New Clubs</b></p> <p><b>Chartering New Clubs</b></p> <ul style="list-style-type: none"> <li>New Club Building Resources</li> </ul>	<p><b>Access/Update Your Member Profile</b></p> <p><b>Membership Benefits</b></p> <ul style="list-style-type: none"> <li>Individual member benefits</li> </ul> <p><b>Best for Women Newsletter</b></p> <ul style="list-style-type: none"> <li>Download current and past issues</li> <li>Subscribe</li> <li>Send letter to the editor</li> </ul>	<p>Important updates, headquarters highlights, news from your federation president and more.</p>	<p><b>Individual Gifts</b></p> <ul style="list-style-type: none"> <li>Laurel Society</li> <li>Monthly Giving</li> </ul> <p>Enrollment forms, links to give online, giving levels</p> <p><b>Club Gifts</b></p> <ul style="list-style-type: none"> <li>Club Giving</li> <li>Founders Pennies</li> </ul> <p><b>Planned Giving</b></p> <ul style="list-style-type: none"> <li>Laurel Legacy information and enrollment form</li> </ul> <p><b>Other Ways to Give</b></p> <ul style="list-style-type: none"> <li>Memorial and Tribute Gifts</li> <li>Employer Matching Gifts</li> <li>GoodSearch</li> <li>AmazonSmile</li> </ul> <p><b>How Contributions Are Used</b></p> <ul style="list-style-type: none"> <li>Audited Financial Statements Form 990</li> <li>GuideStar Information</li> <li>SIA Annual Report</li> <li>SIA Tax Disclosure</li> </ul> <p><b>Donor Thank You</b></p> <ul style="list-style-type: none"> <li>Donor Honor Roll</li> <li>Lists of Donors</li> </ul>

SHOP the new Soroptimist Store at: [Soroptimist.org/for-clubs-and-members/shop/index.html](https://soroptimist.org/for-clubs-and-members/shop/index.html)

TRANSLATED RESOURCES are now accessible by language from all main pages in the *For Clubs & Members* section!

**Need help finding something?**

We're here if you need us! Call 215.892.9000 or email [siahq@soroptimist.org](mailto:siahq@soroptimist.org) and we'll be happy to help you.



You can find this here: [WebCheatSheet.pdf \(imgix.net\)](https://imgix.net)



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