

## HOW TO: PUBLICIZE THE AWARD

### Make your community aware of the Live Your Dream Awards!

Publicizing the Live Your Dream Awards is not only a great way to help recruit applicants, but also to raise awareness of Soroptimist and your club's presence in your community.

While public awareness is integral when recruiting applicants, your club can publicize the award all year long, even after the award cycle has passed!

#### **Distribute materials at all club events**

One of the simplest ways to raise awareness of the Live Your Dream Awards is by providing informational material at all of your club events. The eligibility checklist and poster both provide basic information, and can be customized with your club's contact information so potential applicants can easily contact your club for an application.

#### **Make community contacts**

Identify organizations within your community that work with potential Live Your Dream applicants, and contact them using the [Sample Applicant Recruiting email/letter](#). Provide these organizations with applications that they can distribute to the women with whom they work, and ask that they hang a Live Your Dream Awards poster in a visible area.

#### **Post the Live Your Dream Awards poster in highly trafficked community areas**

Distribute the [Soroptimist Live Your Dream Awards Poster](#) to raise community awareness about the program. The poster needs to be personalized before it is posted. Place copies of the poster in all possible locations, such as on bulletin boards at food markets, community centers and shopping centers.