



Soroptimist is a global volunteer organization that provides women and girls with access to the education and training they need to achieve economic empowerment.

SOROPTIMIST INTERNATIONAL OF THE AMERICAS

Club Publicity Chair Guidelines

Role Description

The club publicity chair is an important leadership role! This role is responsible for increasing awareness of Soroptimist and your club in your local community and beyond. While having an interest in and excitement about promoting Soroptimist is a must, anyone who is well-informed about their club and the Soroptimist mission could fulfill this position.

Responsibilities

- Increase awareness of Soroptimist and your club in your local community.
- Be familiar with SIA's strategic plan, Big Goal and key messaging so that you can confidently speak about Soroptimist.
 - Resources: [SIA strategic plan](#); [Big Goal](#); [key messaging](#)
- Be familiar with the Club Road Map for Success.
 - Resources: [Club Road Map for Success](#)
- Be a Soroptimist brand warrior. Understand and champion SIA's brand. Ensure that the Soroptimist brand and mission are being portrayed universally across all marketing and communication materials.
 - Resource: [SIA Branding & Style Guidelines](#)
- Be familiar with SIA's club publicity tools.
 - Resource: [SIA Recognition & Branding Tools website](#)
- Assemble a club publicity team to assist with the club's publicity efforts—this does not have to be a one-person job! Team might include a social media chair, newsletter chair, website chair, event chair, etc.
- Develop a publicity calendar for your club year. You don't have to plan out a full year at once. Incorporate events and activities you already know and then assess and update the calendar monthly.

- Resource: see the “Calendar of Events and Important Dates” below for important dates to add to your publicity calendar
- Oversee your club’s social media pages; follow SIA on social media and share news on your club’s social pages.
 - Resource: [SIA Social Media Kit](#)
- Oversee your club’s website.
 - Resource: [SIA Website Guidelines](#)
- Share news about SIA initiatives with your club (convention, campaigns, etc.); make sure SIA has your email address so you don’t miss out on any important news!
- Inform club members of Soroptimist news that appear on Soroptimist's social media, the Soroptimist blog and in the *Best for Women* e-newsletter.
- Work with your club’s *Live Your Dream Awards* chair to promote the availability of the award, the application portal and award recipients. Be sure to have award recipients sign a consent form before sharing their stories.
 - Resources: [Live Your Dream Awards Publicity Kit](#); [Live Your Dream Awards media consent form](#)
- Work with your club’s *Dream It, Be It* chair to promote event; be sure to obtain a consent form from participants for publicity endeavors.
 - Resources: [Dream It, Be It Publicity Kit](#); [Dream It, Be It parental and media consent forms](#).
- Take photos and video at club events for use on social media, website, newsletter, etc.
- Submit your club’s Soroptimist Celebrating Success entry in the area of public awareness.
 - Resource: [Soroptimists Celebrating Success Awards instructions](#)
- Use your region public awareness chair for guidance and support.
 - Resources: [SIA Leadership Directory](#); you may also contact SIA headquarters at siahq@soroptimist.org
- Share club public awareness success stories with SIA headquarters at siahq@soroptimist.org.

Calendar of Events and Important Dates

As your club’s publicity chair, knowing when important dates are coming up is key. Here is a list of important dates to keep in mind when developing your club’s publicity calendar. Your club may be able to tie in certain activities with various holiday and observances. While this list is geared for SIA’s global audience, it also includes some U.S. based observances because SIA may still recognize these days in some way. Feel free to adapt and add specific dates for your country to the following list.

September

Observances

- Back to school season
- National Hispanic Heritage Month
- International Day of Charity 9/5 (UN)
- International Literacy Day 9/8 (UN)
- International Equal Pay Day 9/18 (UN)
- World Dream Day 9/25

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- New club year; new club officers

October 2021

Observances

- National Domestic Violence Awareness Month
- National Bullying Prevention Month
- National Work and Family Month
- National Estate Planning Awareness Month
- World Teacher Day
- Nobel Peace Prize announced 10/8
- World Mental Health Day 10/10
- World Homelessness Day 10/10
- International Day of the Girl 10/11 (UN)
- International Day of Rural Women 10/15 (UN)
- International Day for the Eradication of Poverty 10/17 (UN)
- United Nations Day 10/24 (UN)

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- Founders Day 10/3

November

Observances

- International Day Against Violence and Bullying at School (first Thursday) (UN)
- World Kindness Day 11/13
- International Day for the Elimination of Violence Against Women 11/25 (UN)

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- *Live Your Dream Awards* deadline/online application portal closes 11/15
- Giving Tuesday fundraising campaign

December

Observances

- Universal Human Rights Month
- International Day for the Abolition of Slavery 12/2 (UN)

- International Day of Persons with Disabilities 12/3 (UN)
- International Volunteer Day 12/5 (UN)
- International Human Rights Day 12/10 (UN)

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- SI's December 10th Appeal
- End of Year fundraising campaign
- Holiday Product Sales

January

Observances

- National Trafficking Awareness Month
- National Poverty Awareness Month
- MLK Jr. Day (third Monday of the month)
- International Day of Education 1/24 (UN)
- New Year's Resolutions

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February

Observances

- National Black History Month
- National Teen Dating Violence Awareness Month
- International Day of Zero Tolerance to Female Genital Mutilation 2/6 (UN)
- International Day of Women and Girls in Science 2/11(UN)
- World Day of Social Justice 2/20 (UN)
- Valentine's Day 2/14

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March

Observances

- US Women's History Month
- Zero Discrimination Day 3/1 (UN)
- International Women's Day 3/8 (UN)
- International Day for the Elimination of Racial Discrimination 3/21 (UN)
- US Equal Pay Day 3/24 (varies each year)
 - There's also Latina Equal Pay Day, Native Equal Pay day, Black Equal Pay Day...

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April

Observances

- National Sexual Assault Awareness Month
- National Volunteer Week (varies each year)
- World Art Day 4/15 (UN)
- Earth Day 4/22

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May

Observances

- National Mental Health Awareness Month
- Mother's Day
- Graduation season
- International Workers' Day / Labor Day / May Day 5/1
- International Day of Families 5/15 (UN)
- International Day of Living Together in Peace 5/16 (UN)
- World Day for Cultural Diversity for Dialogue and Development 5/21 (UN)

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June

Observances

- Global Day of Parents 6/1 (UN)
- International Day for the Elimination of Sexual Violence in Conflict 6/19 (UN)
- Pride Month

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July

Observances

- Malala Day 7/12 (UN)
- International Day of Friendship 7/30 (UN)
- World Day Against Trafficking 7/30 (UN)

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- Soroptimists Celebrating Success entry due to region public awareness chair 7/1
- SIA Biennial Convention

August

Observances

- National Civility Month
- International Youth Day 8/12 (UN)
- Women's Equality Day 8/26 (US only)

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- *Live Your Dream Awards* online application portal opens 8/1

Boost Your Leadership Skills

It's never too late to enhance your leadership skills. You may be the club's publicity chair now, but SIA is always looking for members to fulfill leadership roles at other levels of the organization too!

Because members are looking to you for information, direction, and guidance, it's very important to develop and implement effective leadership skills.

- Please take some time to review SIA's leadership develop materials, which have been created to help you become a more successful leader:
 - Resources: [SIA leadership development materials](#)