



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, INC.®

2022-2024 Region Public Awareness Chair Training Summary

Thank you for serving as a 2022-2024 region public awareness chair!

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Training Video: <https://youtu.be/8sTrYQ7NXFA>

Training Objectives

- Examples of good leadership traits
- Tips to lead through times of change
- What it takes to lead specifically as a region public awareness chair
- How to lead collaboratively with the other region chairs/your region team

You are a BRAND WARRIOR!

Raising our brand recognition is a super important task, as ultimately it will benefit the organization as a whole.

- Boost our membership
- Help foster engagement with nonmembers
- Increase donor acquisition
- Further the impact of our Dream Programs

Important Traits Of A Good Leader

- **Passionate:** Understand and are dedicated to the Soroptimist mission.
- **Great Communicator:** Messages are clear and concise; you listen to what others have to say.
- **Collaborative:** Seek the opinions, guidance and expertise of others.
- **Supportive:** People know they can come to you and feel comfortable doing so.
- **Problem Solver:** Work to overcome obstacles and find viable solutions.
- **Role Model:** Lead by example by implementing positive actions.

Leading For Change

Change is inevitable, and it is a must. It is happening all around us. That's why it's important to grow, adapt and open yourself up to change.

To Help Lead Members Through Change

Some members are great with change and others are not. Some are used to doing things a certain way and feel most comfortable sticking to what they are used to. But there is a reason why these changes have taken place—mainly that it is necessary in order for us survive. Your board of directors and staff have done research and considered many factors and have felt these changes were beneficial to the organization as a whole. To help lead members through change. Communicate clearly to ensure everyone:

- Understands the need.
- Has the same vision.
- Knows the end goal.
- And has the tools and resources to implement the change successfully.

Leading as a Region Public Awareness Chair

Main responsibilities include:

- Increasing awareness of our global Soroptimist brand by encouraging clubs to participate in and promote the Dream Programs
- Enhancing clubs' ability to raise awareness of Soroptimist by promoting public awareness tools, encouraging brand consistency and encouraging region and club actions that support our brand's visibility.

Inspire clubs to implement SIA's branding and recognition strategies, which include:

- **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.

By unifying our work and visual identity to support one big goal we will build a movement capable of generating the funding needed to expand, deliver, and sustain our global Dream Programs to build a strong, recognized brand.

- **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.

Motivate Clubs

When it comes to leading, a little motivation goes a long way to get clubs on the same page and moving in the right direction.

- **Be positive:** Having a positive attitude will go far. Inspire others by being the leader they want to support.
- **Find out what extra support clubs need:** remember, your door is always open!
- **Recognize accomplishments:** Show appreciation for members. Amid working on programs and projects, serving on committees, and organizing events, it's easy to overlook accomplishments, both great and small. Acknowledging efforts and making members feel appreciated goes a long way toward providing motivation and boosting morale. It is also a good incentive for clubs to continue doing more of their good work!
- **Share best practices:** Some clubs may be afraid to take the leap or are stumped for ideas. Show what's possible by sharing what other clubs have done. Use the region Facebook page to share great club projects. Follow club Facebook pages and when you see great mission-focused posts, share them! It also helps increase our recognition.

Collaborative Leadership—Working with Other Pillar Chairs

While you are supporting clubs in their efforts to increase our global recognition, the other pillar chairs in your region are supporting clubs in other important ways. Each member of your region team has an important role in helping SIA achieve its Big Goal. Working as a team increase our global impact. Without teamwork, we can't be successful!

Resources

Resources to help lead the charge and allow your brand warrior powers to shine through!

- **Position description:** Review for full list of requirements, specific duties and other information relevant to being a region public awareness chair.
- **Strategic Plan:** Guiding force of our organization and demonstrates our mission, vision and core values, as well as our strategic outcomes.
- **Recognition and Branding Tools:** Become familiar with SIA's recognition and branding tools so you can lead clubs to them when necessary, particularly the Branding & Style Guide, the social media guidelines and the promotional materials.

Above Resources Available: <https://www.soroptimist.org/for-clubs-and-members/region-chair-resources/public-awareness-chairs.html>