

SOROPTIMIST INTERNATIONAL OF THE AMERICAS

Recruitment Tip: Catch the Eye of Prospects with Professional Publicity Materials

Building strong brand recognition in your community lays the foundation for successful recruitment efforts. Your Soroptimist club should be well-known for the excellent community service you provide to improve the lives of women and girls. A great way to spread the message about your club's life-changing programs and the benefits of membership is to distribute publicity materials to local businesses and display them at club events or during community gatherings where prospective members may be present.

While we all have access to the [Soroptimist logos](#) to download and use on homemade printed materials, not every club has a graphic designer in their membership to ensure that every flyer and brochure looks sleek, professional, and enticing to prospective members. Luckily, we have professional design expertise at SIA Headquarters, and your club can access a wide variety of high-quality [publicity materials](#) that are simple to download, add your club's information, and print locally. Has your club used any of the resources listed below?

- [Advertisements/Flyers](#)
These stylish one-page flyers include simple messages about the joy of volunteering, and include an area where you can include your club's local contact information. Hang these at your local coffee shops, community centers, and universities to catch the eye of potential members who have been seeking an opportunity to serve.
- [Recruitment Card Handout](#)
These business-card-sized informational cards are perfect for networking events, or to distribute at mixers or club recruitment nights. The card highlights our mission on one side, and on the other includes space for your club's contact information. You can print these at home using the two word templates, or [purchase](#) them from the SIA website.
- [Club Brochure](#)
The club brochure provides more detailed information about Soroptimist, and leaves plenty of space for your club to write about your major projects that benefit women and girls. It's a sleek design that includes a lot of information in a small package. Share this brochure with high-interest recruits who are ready to learn more about the organization!

Using all of the materials above throughout your club's recruitment efforts is a simple way to achieve continuity in branding, high-quality design, and powerful messaging about Soroptimist's mission to improve

the lives of women and girls. All of these factors will support your club's recruitment efforts by catching the eye of prospects in your community. Now you just need to decide which materials to try out first!