

# Public Awareness Workshop



Presented  
by Roseanne Horne  
Co-president Soroptimist International of  
Grosse Pointe, MI

## 4 Soroptimist Pillars

- ▶ **There are four pillars of Soroptimist:**
- ▶ Program
- ▶ Fundraising
- ▶ Membership
- ▶ **Public Awareness!!**

# PUBLIC AWARENESS - PROGRAM

- ▶ Clubs should be advertising their Programs:

## AWARDS:

Advertise for applicants

Announce winners

Publicize award ceremony

- ▶ Dream It, Be It - show schools and groups what programs we have to offer
- ▶ Service Projects - Let community know what you are involved with

# Public Awareness - FUNDRAISING

Fundraisers need to be advertised before and after the event

- ▶ Announce winners of raffles, prizes etc.
- ▶ Let the community know you appreciate their donations.
- ▶ It is good PR for the businesses that donated too.
- ▶ All events are also opportunities to **showcase what your club does and attract new members!!**
- ▶ SIGP always displays our “**Soroptimist Board**” at events and we have **SIGP brochures** to distribute at Garage Sales, Raffle ticket sales and mini fundraisers.



# Public Awareness - MEMBERSHIP

- ▶ Finding new ways to attract members can be difficult
- ▶ Get your name out in the Community; women start noticing your club and become interested in what you are doing
- ▶ Our Club has had several members join because they were given a brochure at a garage sale, saw our club name on a video about Human Trafficking, read a newspaper article about our 60th Celebration, came as a guest to one of our fundraisers, or heard about us on the radio
- ▶ Advertising does work! But it needs to be consistent and constant!
- ▶ Get prospective members email addresses (guests at meetings, sign in sheets at events, etc.) We send our newsletter and direct them to our website for more information

# Types of MEDIA

NEWSPAPER ARTICLES

TV INTERVIEWS

RADIO INTERVIEWS

MAGAZINE ARTICLES

MOVIE APPEARANCE

SOCIAL MEDIA

CLUB WEBSITE

CLUB BROCHURE

CLUB NEWSLETTER

FACEBOOK PAGE

TWITTER ACCOUNT



# NEWSPAPER ARTICLES

- ▶ Newspaper articles in our local Grosse Pointe News about anti-human trafficking events, fundraisers, Board installations, new member inductions, raffles, garage sales, etc.
- ▶ <https://www.grossepointenews.com/articles/soroptimist-of-grosse-pointe-presents-awards/>



# BEST FOR WOMEN ARTICLE

- ▶ Best for Women
- ▶ Midwestern Region
- ▶ With assistance from a \$3,500 Soroptimist Club Grant for Women and Girls, SI/Grosse Pointe, Michigan, recently enabled three girls in Ghana to continue their high school education. Club members organized the partnership with the school and monitored the progress of the girls. Funds will be used to pay for tuition, school supplies and room and board.
- ▶ Says one recipient, *“I really appreciate all that you have done for me because without your support I never thought I would be able to complete this school successfully.”*



# Link to Newspaper article about 60<sup>th</sup> Anniversary

- ▶ <http://www.candgnews.com/news/local-soroptimist-group-celebrates-60th-anniversary-91430>

Newspaper article in Macomb newspaper  
on Human Trafficking events where SIGP  
and SI Greater Macomb partnered

<http://www.macombdaily.com/article/MD/20150419/NEWS/150419523>

The screenshot shows a web browser window displaying the Macomb Daily website. The address bar shows the URL: [www.macombdaily.com/article/MD/20150419/NEWS/150419523](http://www.macombdaily.com/article/MD/20150419/NEWS/150419523). The website header includes the "MACOMB DAILY COLUMNS" logo, a search bar, and navigation links for Weather, Traffic, and Newsletters. Below the header is a dark blue navigation bar with links for News, Sports, Business, Entertainment, Lifestyle, Obituaries, Opinion, E-Paper, Marketplace, and Tools. The main content area features a breadcrumb trail: Home > Opinion > Columnists. The article title is "SERVICE CIRCUIT: Soroptimist clubs host events regarding human trafficking". The article image shows a woman in a field with white markers. To the right of the article is a car advertisement for Bluewater, featuring a yellow Dodge Charger GT AWD with a price of \$129/MO. The advertisement also mentions "SPRING SALES EVENT" and "HEATED SPORT CLOTH SEATS, 19" ALUMINUM WHEELS". The contact information for Bluewater is 810-385-4481 and 4080 24th Avenue, Port Huron. The bottom of the page shows a "MOST POPULAR" section and a Windows taskbar with the date 4/27/2018 and time 12:40 AM.

MACOMB DAILY COLUMNS

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**SERVICE CIRCUIT: Soroptimist clubs host events regarding human trafficking**

BLUEWATER

'18 DODGE CHARGER GT AWD

STK# 807038

810-385-4481  
4080 24th Avenue, Port Huron

SPRING SALES EVENT

HEATED SPORT CLOTH SEATS, 19" ALUMINUM WHEELS,

**\$129/MO**

24 MONTH LEASE / \$995 DOWN  
\*See dealer for details.  
Exp. 4-30-18

View Inventory

MOST POPULAR

12:40 AM 4/27/2018

# Radio Interview

- ▶ Link to interview on radio
- ▶ Human trafficking awareness article and interview during Auto Show
- ▶ <http://archives.wdet.org/news/story/advocacy-prevent-human-trafficking-auto-show-01-16/>

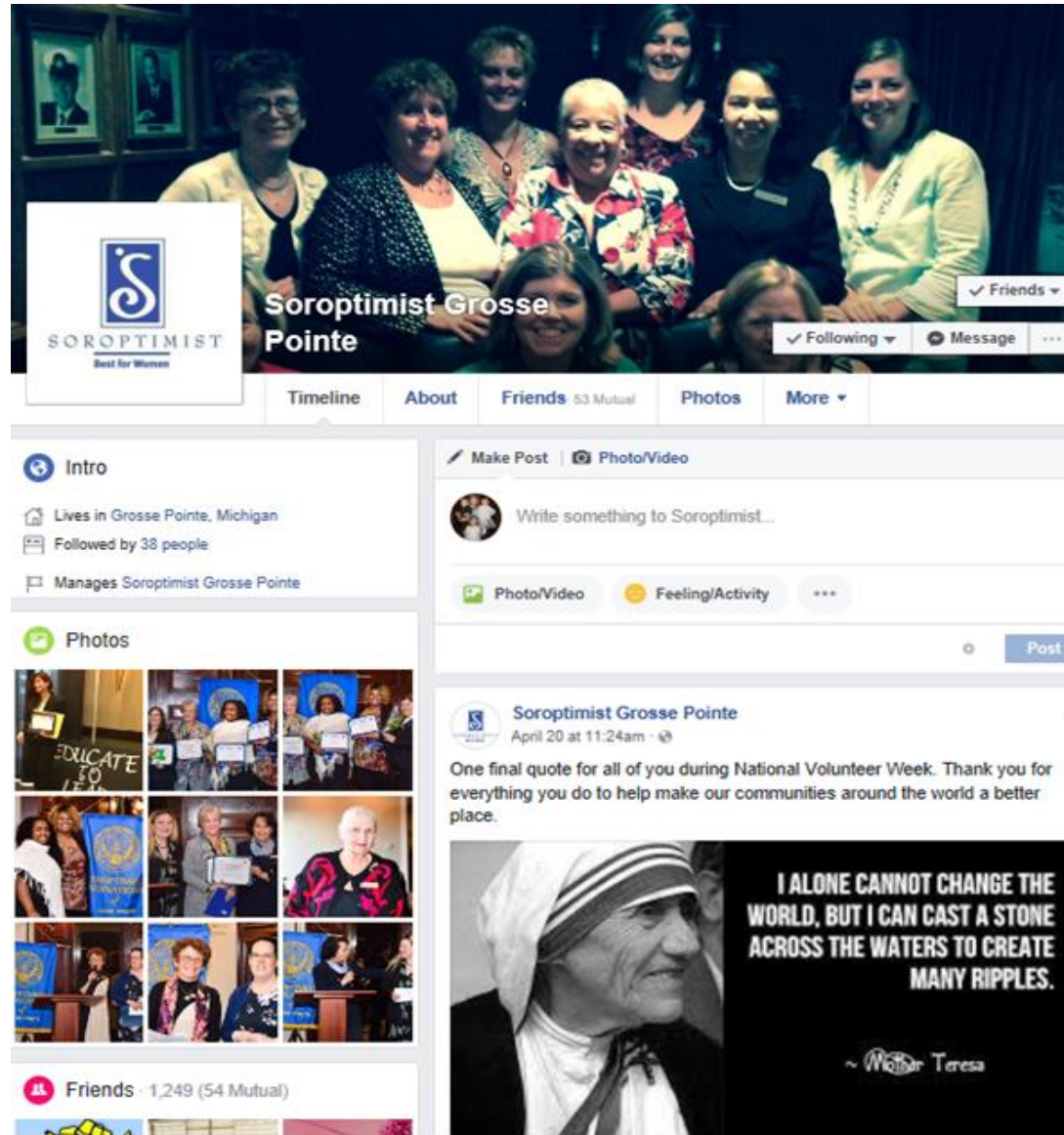
# TV Interview-

<https://vimeo.com/channels/thejohnprostshow>

- ▶ Link to TV interview on Grosse Pointe War Memorial TV Station about Sara Baker SIGP/District and Regional Live Your Dream award winner!

<https://www.facebook.com/soroptimistgrossepointe>

## FaceBook Page



# Movie Interview

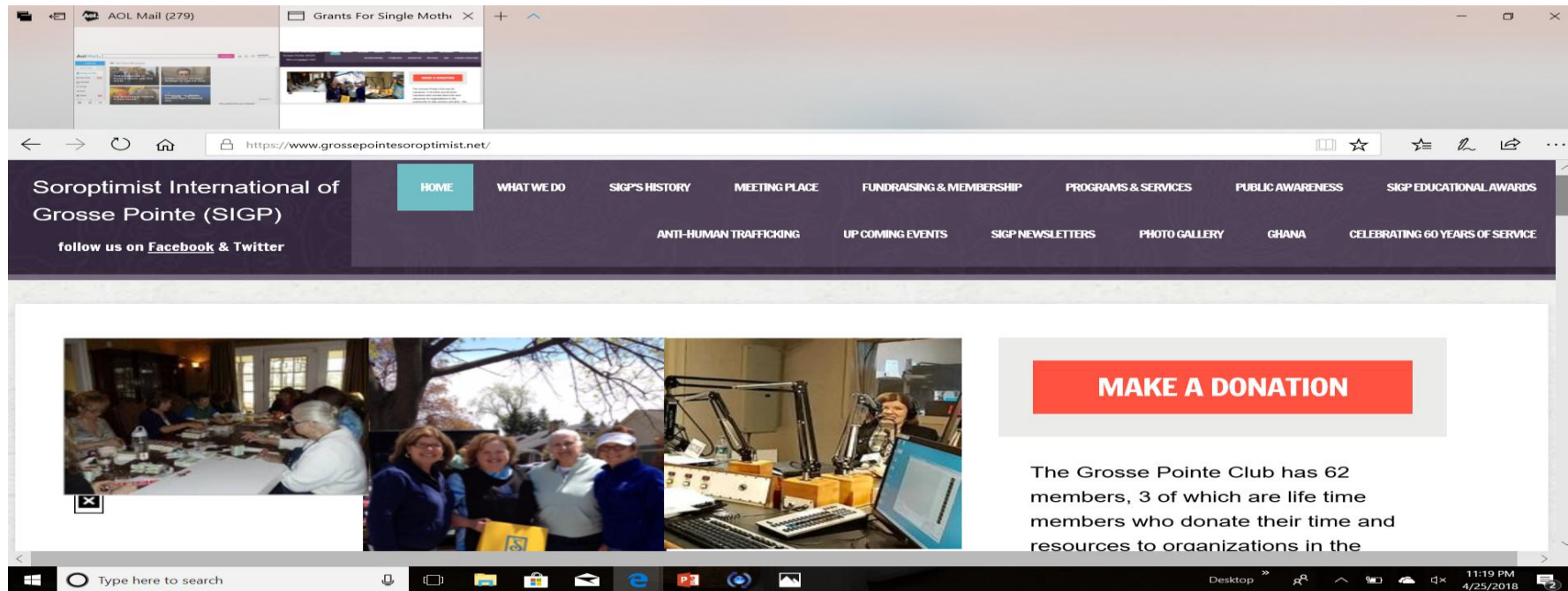
- ▶ Link to movie, “**Stuck in Traffic**” where SIGP President, Roseanne Horne was interviewed and our Club was mentioned as a sponsor
- ▶ <https://viatvnetwork.com/human-trafficking/>





# SIGP WEBSITE

- ▶ Link to Website for Soroptimist International of Grosse Pointe
- ▶ <http://www.grossepointesoroptimist.org>



# DETROIT FREE PRESS ARTICLE- HUMAN TRAFFICKING/LIBERATOR AWARD


- ▶ Copy of newspaper article in Detroit Free Press about Human Trafficking event and Liberator Award
- ▶ SIGP member Aleksa Andjelkovic and SIGP were featured in a full two page article in the Sunday, January 25, 2015 edition of the Detroit Free Press.
- ▶ link to the article:  
<http://www.freep.com/story/life/2015/01/24/michigan-human-trafficking/22248107/>



# Magazine article in Grosse Pointe Magazine about Sara Baker's Live Your Dream Award

Jul-Aug 2017 GPMag.pc x + -

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**SOROPTIMIST AWARD RECIPIENT RISES ABOVE**

**EDUCATE TO LEAD**

**CONFERENCE ARI RESORT APRIL 2017**

SIGP Co-President Roseanne Horne and Sara Baker following her receipt of the Midwest Region award in April 2017  
Photo courtesy of SIGP

By Jane Nordberg

Soroptimist International of Grosse Pointe's "Live Your Dream" award recipient has won at the international level.

The "Live Your Dream" grant program honors a woman with financial need who is head of household and is enrolled in a training or educational program.

Sara Mai Baker, a single parent with three children, provided a compelling life story for the SIGP's nomination committee to consider. She had divorced an abusive husband while raising a child with special needs. Because of the special education training her son received, Baker was encouraged to pursue a B.A. in Pre-Elementary Special Education.

"We were overwhelmed and impressed by what Sara has overcome and what she has accomplished," says SIGP Co-President Roseanne Horne.

"Live Your Dream" award nominees first compete at the local Soroptimist club level. Award recipients then become eligible for district, regional and international level awards.

Each year, more than \$1.6 million in educational funding is awarded to more than 1,200 women worldwide.

For Baker, SIGP's recognition of her efforts has been not only a financial, but also emotional, boost.

"For years, I was ashamed of being a divorced, abused, uneducated single mother, and for not being able to provide for my children," Baker says. "Since I have been chosen for this incredible award, I feel proud rather than ashamed. I am a survivor, not a victim. I thank the Soroptimists not just for their support, but for being the blooming part of my story."

Soroptimist International is a volunteer organization of women working to improve the lives of women and girls through programs leading to social and economic empowerment. SIGP is a 501(c)(3) service organization with more than 50 members. It welcomes new members to its monthly meetings, held on the second Wednesday of each month at 6:30 p.m. at the Grosse Pointe Yacht Club. Learn more at [grossepointesoroptimist.net](http://grossepointesoroptimist.net).

26 JULY-AUGUST 2017 | GROSSE POINTE MAGAZINE

Type here to search

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# GROSSE POINTE NEWS ARTICLE ON VIDEO *STUCK IN TRAFFIC*

- ▶ <http://www.grossepointenews.com/Articles-Community-i-2016-11-17-262874.114135-Documentary-supplementals-shed-light-on-dark-world-of-human-trafficking.html>
- ▶ The above is a link to an article in the Grosse Pointe News about the article and video on "Stuck In Traffic"

# SIGP Club Newsletter



# BENEFITS OF PUBLIC AWARENESS

- ▶ ATTRACT NEW MEMBERS
- ▶ BRING AWARENESS TO YOUR CLUB, PROGRAMS AND EVENTS
- ▶ RAISE MONEY
- ▶ SHOWCASE PROGRAMS AND AWARDS

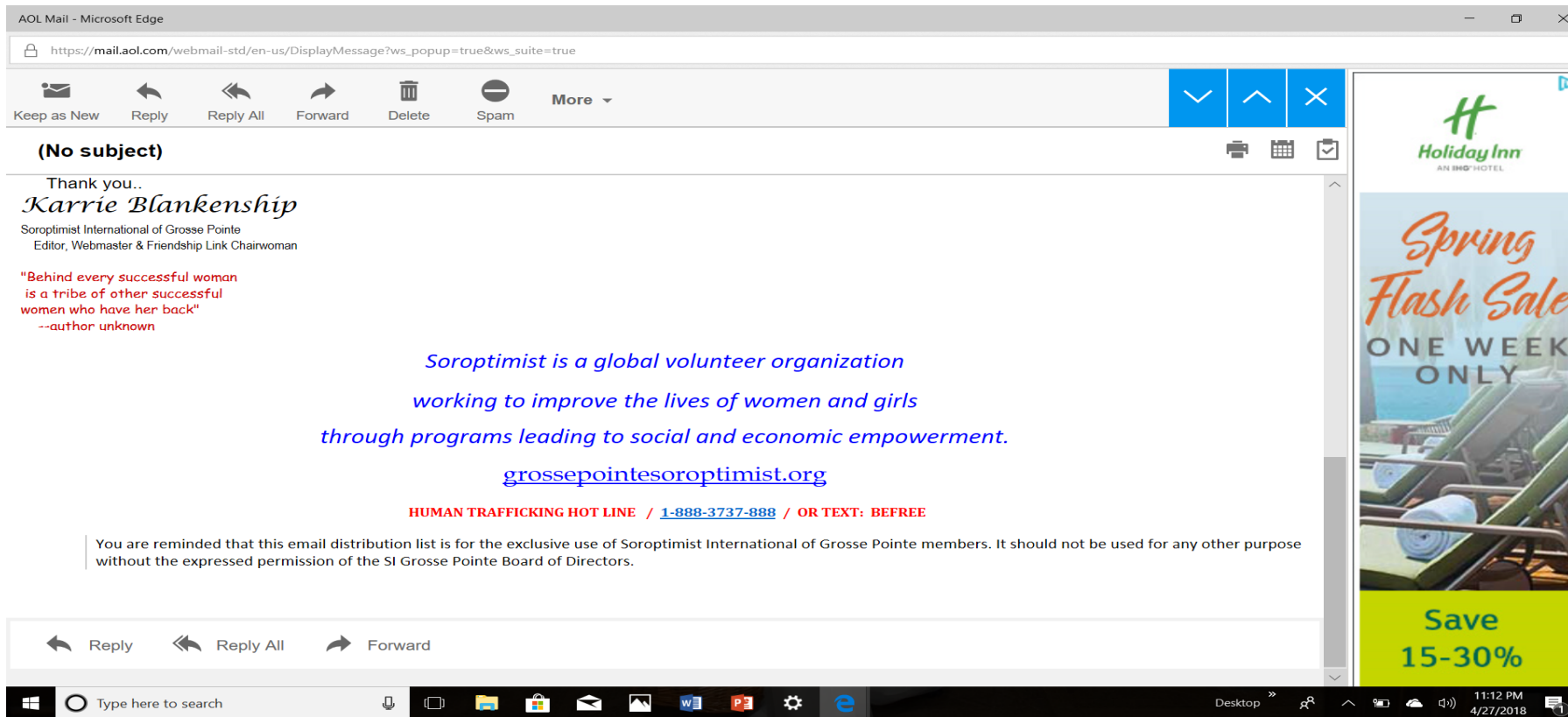
# How can YOU help raise Public Awareness for your Club?

1. Find a Public Awareness Chairperson- this person needs to be taking pictures, writing articles and posting events, news, etc. on Facebook. Send articles and pictures to the newspaper. Develop a relationship with the Community news editor. Contact your Chamber of Commerce. Get your events on their calendar of events.
2. Find members with connections to other women's clubs. Advertise on their websites, send invites to your events.
3. Find a Website manager! Keep your website up to date. Post pictures, dates of events, accomplishments, award deadlines and links to applications, etc.
4. Don't be afraid to brag about your club accomplishments! Let everyone know, publicize!
5. Don't be afraid to be interviewed, filmed, photographed, etc. put yourself out there for the sake of your Club!
6. Get connected in your community. Features articles in magazines and newspapers.

# Additional ideas

- ▶ Email signature- update with Soroptimist info
- ▶ Link to club website
- ▶ Soroptimist Business cards
- ▶ Templates on SIA website- business cards, website, Press Release, etc

# Example of email signature with link to website



# Public Awareness Worksheet

- Thoughts on goals and the mission of your club
- Fill out sheet and then share ideas with your neighbor
- Share an idea with the group



# PUBLIC AWARENESS IS KEY TO THE SUCCESS OF EVERY CLUB!!

► **QUESTIONS?**

