



**Soroptimist International of Sequim
Communications/Image Committee**

PUBLIC RELATIONS

Public relations is the management of communication between an organization and its publics. Public relations cannot "create" an image. Rather, public relations efforts communicate an existing image.

The ultimate goal of PR for Soroptimist clubs is to increase public awareness of Soroptimist, its mission and its programs; to increase community service capabilities by maintaining a healthy membership.

An organization's brand is its essence. To brand Soroptimist successfully, the message that the organization *improves the lives of women and girls* should be consistently delivered in all internal and external communication, at every level of the organization. To help promote this branding, Soroptimist International of the Americas (SIA) has designed a new logotype and tagline as shown above.

Soroptimist International of Sequim is involved with many projects during the year that improve the lives of women and girls. However, if we don't publicize our activities and accomplishments, the only ones that know just how much good we do, will be our members.

Each project is not only an opportunity to serve our community, it is an excellent public relations opportunity. When a project is successful or satisfying we want to share the details.

There are several key public relation tools to communicate what we do: news releases, Program Focus Reports, NWR NewsOnline, Soroptimist Celebrating Success Award, Image Award Book. Most members are familiar with what a news release is; you will be learning more about these other tools.

Program Focus Reports (PFR's)

These reports are a significant tool. They are used

- by the UN to substantiate our NGO (non-government organization) status.
- by the UN and SIA to develop programs globally based on what activities Soroptimists are doing in our own community.

PFR's have benefits to clubs and members:

- research events and activities that other clubs are doing
- end that "empty brain syndrome" when trying to come up with a new idea
- reports show how much money was spent, how many volunteer hours were given, what areas clubs focused on - great to use for recruitment and retention.

Program Focus Reports can be written up for most projects and programs. PFR's are entered online through the Members Only area of the NWR website www.soroptimistnwr.com. A copy is then mailed to SIA. The reports can be used for the basis of two other PR tools: NWR NewsOnline and Soroptimist Celebrating Success Award.

NWR NewsOnline

Much of the information in the Program Focus Report can be put into an article and submitted through "NWR NewsOnline" found on the region website: www.soroptimistnwr.com. Pictures can also be included. These articles are available for viewing by all visitors to the website, even non-members.

Soroptimist Celebrating Success Award

Our most successful projects or programs can receive special recognition by submitting the Soroptimist Celebrating Success form. Approximately 15 semi-finalists are selected in 10 categories. All semi-finalists receive a patch to display on the club banner. Again the Program Focus Report provides much of the information for the submission of the award form.

Image Award Book

Image Award Books are a permanent record of our public relations activities. Soroptimist International of Sequim is made up of individual members - women who are involved in our community - often beyond our involvement as Soroptimists. Who we are as individuals reflects who we are as a club. The Image Award Book includes PR of individuals as well as PR of the club.

There are three major areas on the Image Award Form:

1. Club Newsletter
2. Media Coverage
3. Club/Member Involvement

Bonus areas are:

1. A MONTHLY newsletter
2. Program Focus Reports
3. Club Connections on the Internet

If you are in charge of a project or program, you will be contacted by the Communication/Image Committee regarding filing a Program Focus Report. The committee will also be contacting members regarding other items for the Image Award Book.