



United States Women of Today  
2024-2025 Plan of Action  
Public Relations Director  
B the Buzz PR

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## Goals & Implementation

- 1. Have a minimum of 40 percent of chapter participation in holding a Founders Day Celebration.**
  - A. Promote in State Information Packet (SIP), Today's Leader, USWT website and FB page.
  - B. All chapters that send in Founder's Day form will be entered into a drawing at Mid-Year Convention.
  - C. Will contact State Programming VP to verify forms were submitted prior to drawing.
- 2. Communicate with State Public Relations/Marketing director at least 2 times each trimester.**
  - A. Hold a zoom meeting, once each trimester.
  - B. Group emails to all state Public Relations/Marketing at least once per trimester.
  - C. Individually email, text or call each State Public Relations at least once per trimester.
- 3. Have a minimum of 40 percent of State and Local Chapters completing their Fast Start.**
  - A. Promote in State Information Packet (SIP), Today's Leader and FB page.
  - B. Incentive drawing for completed fast starts with drawing to be held at Mid-Year Convention.
- 4. Have 50 percent of chapters hold a social event, promoting it on social media, and in local papers or community papers. Report results to Public Relations Director.**
  - A. Promote each trimester in SIP, Today's Leader and FB.
  - B. Promote in Membership Newsletter.
  - C. Hold an incentive drawing every trimester for chapters submitting a report to the Public Relations Director.
  - D. Promote Buckets of Sunshine.
- 5. Submit Mid-Year and Year-End articles/photos to local chapter newspapers or community papers.**
  - A. After each Convention, I will submit an article along with photos to the local chapter newspapers, making the community aware of the USWT organization. The end of the article will have contact information on how to join the local chapter.

## Communication

1. State Information Packets (3)
2. Today's Leader articles (6)
3. Public Relations Zoom meetings (3)
4. National Staff meetings
5. National Staff Retreats
6. USWT Website
7. USWT Facebook
8. Emails to State Contacts and US Staff
9. Texts and/or phone calls to State Contacts and US Staff
10. Other communications as needed

## Travel:

1. 2024 Year End Convention
2. Summer and Winter Staff Retreat
3. USWT Mid-Year Conference
4. 2025 Year End Convention
5. State meetings as funding and scheduling allows.