



Cindy Golbuff  
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2024-2025

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First Trimester SIP- June 2024

Hello Everyone,

My name is Cindy Golbuff and I am your Public Relations Director for USWT for the 2024-2025 year. I have been a MN Women of Today member for over 20 years and part of the Blooming Prairie chapter. I live in rural Albert Lea with my sweetie, Scott. We are blessed with 3 adult kids, 2 darling daughters in laws, 2 grandkids and our fur babies.

I have served in almost all board positions on the local and many district positions. I served on MNWT executive council as a District Director, State Programming Manager, External Vice President, and Financial VP in addition to many committees. The Women of Today organization has helped me grow as an individual and a leader. I am excited to collaborate with our members, chapters, and states on your PR goals this year!

*Cindy Golbuff*

**Goals:** I have many goals and ideas that I would like and need your assistance with. The goals on my Plan of Action are:

- Have 40 percent of chapters participating in holding a Founders Day Celebration
- Have 40 percent of chapters participate in Buckets of Sunshine.
- Have 50 percent of chapters hold a social event, promote it on social media or local newspapers. Send in the event and a copy of the PR promotion.
- Maintain trimester communication with USWT Board, State, and chapter contacts.

These goals above tie into the Challenges that are listed below. 😊

## Challenges:

Fast Start: Be entered into a drawing if you complete your fast start.

Founders Day: Send in or email Founders Day Participation Form and to be entered into a drawing.

Socials & M-events using PR: Send/email in the event and a copy of your PR promotion to be entered into a drawing.

All drawings will take place at Mid-Year Convention, October 11-12 at Omaha, Nebraska.

\*Email me by August 15 explaining 3 key points of Buckets of Sunshine. Drawing for something “sweet”

# Founder's Day is July 1st

What is the Women of Today Organization?

They are strong women who are all about people, friendships, leadership training and development of relationships between community members. They also make it their goal to make a difference for everyone. Back in the day, we were originally called United States Jaycee Women and in anticipation of the dissolution of the Jaycees, some members met to discuss the making of the United States Women of Today which was founded on July 1, 1985.



Here are some ideas that can be done to celebrate Founder's Day:

1. Have a birthday party for USWT.
2. Give out the history of USWT to all members, some may not know how we got started.
3. Have a luncheon and a membership drive for your communities' women, or your church women's group.
4. Make a contribution, whether monetary or volunteering your time to a local charity in honor of Founder's Day and have a news release and photo placed in the local newspaper and on social media.

\*\*\* Remember to fill out a Founder's Day Form and to document the event with a PR campaign and send everything to your PR Director. Once I confirm with your chapter that I received everything required, you will be entered into a drawing at Mid-Year Convention in October.

**The due date to submit the form is September 1st.**





## United States Women of Today

### Founder's Day Participation Form

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Return completed form to USWT Public Relations Director, postmarked no later than September 1st.

Chapter \_\_\_\_\_ State \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Was a press release submitted to your local newspaper for Founder's Day?  Yes  No If yes, please attach a copy.

Description of Event \_\_\_\_\_

**Or click on the link below to fill out the electronic form on the USWT website:**

<https://www.emailmeform.com/builder/form/vz2556I1MA>

### **Upcoming Dates: Mark your Calendar!**

**July 1st Founder's Day!** Don't forget to complete and submit the new "Shout out with Public Relations" form.

**August 15:** Fast Starts due to me.

**September 24th-30th** is time to **CELEBRATE WOMEN OF TODAY WEEK!** Post pictures to your Facebook page and tag me to earn a chance to win a Spectacular gift basket at Mid-Year convention! Better yet, request a Proclamation from your City's Mayor (if you make the request earlier around the end of July/early August, you will have a better chance of success) tag me in the presentation photo or email me a picture of the proclamation to earn an entry to win the basket!!

### **Fast Start:**

Please complete the following. You can email your reply to me.

- Send a separate email to me, introducing yourself. Share your name, position, and contact information (address, phone and if I can text you).
- Share one of your goals this year.
- Promote at least one of the National Public Relations goals/promotions for first trimester to your chapter or state.

**I am looking forward to receiving many Fast Starts from all over the country!**

Email: [prdirector@uswomenoftoday.org](mailto:prdirector@uswomenoftoday.org)

Mail: 76809 170<sup>th</sup> Street, Albert Lea, MN 56007



Public Relations is all about promoting your chapter; your brochures, press releases, website & newsletter articles and social media! Send in your creative, successful promotions of your events to the Public Relations Director.

Send photos of your events; show off the smiling faces of your chapter, post on your website and social media pages. This will attract new members. These visual reminders really show the faces of our organization; why we volunteer; our passion and dedication.

Who is or who does PR in your chapter??? Everyone ! 😊 During my bid for PR, I asked everyone in attendance to raise their hand if they had a friend. Of course everyone raised their hand. So, I'm wondering do you tell your friend(s) about WT? You are a part of Public Relations. How do you share WT information? In person, social media, press releases? What other ways do you share WT? Please share with me what works for you.

**FACEBOOK POSTINGS**

I will be sending out monthly via email to your chapters, a listing of USWT events and Fun days (for example: Donut Day, Margarita Day etc) with a #hashtag to use to help encourage conversations with your chapter members and followers.

Are you aware that you can tie your Facebook posts to your Twitter account? All posts will appear on Twitter, giving you another opportunity to inspire your followers or others to engage in a conversation.

Starting August 1st, the USWT team will be posting on FB weekly, some quick information about USWT for you to share with people that are not aware of Women of Today. We hope you will share these on your state, chapter, and individual FB pages so we can create a "BUZZ" about Women of Today!



BOS is a project to provide donations to organizations within communities to replenish supplies to shelters and crisis centers. More information to follow. Link to email the form: <https://www.emailmeform.com/builder/form/47vkN08bf26Ea>

**SAMPLE FOUNDERS DAY or WOMEN of TODAY WEEK PROCLAMATION**

**PROCLAMATION WOMEN OF TODAY**

Whereas: The (fill in with states name) Women of Today and the (city of chapter) Women of Today have set aside insert date(s) to recognize the many community activities of dedicated Women of Today across the state; and

Whereas: The United States Women of Today is an organization of over 1,700 members in over 13 states; and

Whereas: The United States Women of Today and the (city) Women of Today are dedicated to actively promoting such public awareness and service programs as: Domestic Violence; as well as (list local projects); and

Whereas: The (insert chapters name) Women of Today and the (city) Women of Today provide personal enrichment and leadership training for members of all ages; and

Whereas: The Women of Today believe that "Through us Great Lessons Can Be Learned, Worthy Deeds Performed, and a Hand of Fellowship Extended to Millions of Women Everywhere";

I DO HEREBY PROCLAIM (Add date), 20\_\_ TO BE (add your state) WOMEN OF TODAY FOUNDERS DAY/WOMEN OF TODAY WEEK IN (your city).

(Signed) \_\_\_\_\_ (Date) \_\_\_\_\_ Mayor's Signature