

United States Women of Today Public Relations Operations Manual

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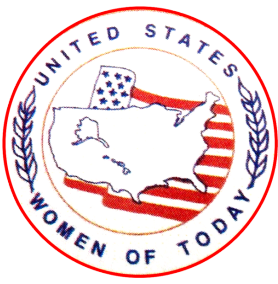
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Event Timeline Responsibilities

Year-End (June)

- Transfer files and information with predecessor
- Attend incoming staff training on Saturday or Sunday
- Attend new Board of Directors meeting held on Sunday morning.
 - Prepare a staff report

Summer Staff Retreat (July/August)

- Receive invite by the National President
 - Review agenda and other specifics sent
- Prepare a staff report and make a copy for each staff member
- Prepare a Plan of Action

Prior to Mid-Year Convention (September)

- Prepare a staff report
 - Send staff report to secretary for business meeting
- Submit expense voucher to treasurer
- Determine what awards you will be giving (for examples: fast starts, outstanding state contacts, any challenges you have offered and awards specific to your position)
 - Prepare and submit items for script for luncheon/banquet
- Prepare any trainings or forums for which you are responsible
- Hold a committee meeting

Mid-Year Convention (October)

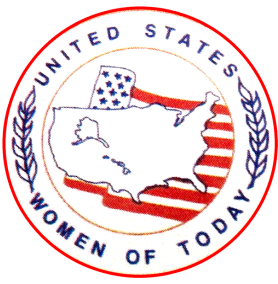
- Attend service project set up by hosting state
- Give a staff report at Staff Meeting
- Give a staff report at Board of Directors/Business meeting
- Attend to specific duties, trainings, or activities typically held at convention for your area
- Bring incentives to session when requested by the presidential assistant

Prior to Winter Staff Retreat (November/December)

- Review your Plan of Action
- Hold a committee meeting
- Communicate with state presidents or state contacts

Winter Staff Retreat (January/February)

- Prepare staff report
- Bring ideas and suggestions for the balance of the year and year-end convention



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Prior to Year-End Convention (March/April/May)

- Review your Plan of Action
- Prepare a staff report for staff meeting
- Prepare and send secretary staff report for business meeting
- Submit expense voucher to treasurer
- Determine what awards you will be giving; outstanding state contacts, any challenges you have offered and awards specific to your position
- Prepare and submit items for script for luncheon/banquet
- Prepare for any trainings or forums you are responsible for
- Determine an Outstanding Contact for the year
 - Find out if the president will order the awards or if you will be responsible; either way the money comes from your budget.

Year-End Convention (June)

- Attend Buckets of Sunshine visitation or service project, if scheduled
- Give a staff report at Staff Meeting
- Give a staff report at Board of Directors/Business meeting
- Bring incentives to sessions as requested by presidential assistant

Other USWT Officer Responsibilities

Travel

- Attend Mid-Year and Annual Conventions
- Attend Summer and Winter Retreats
- Attend other visitations, when requested and whenever possible.

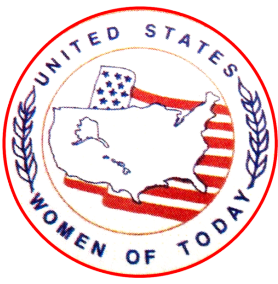
USWT Publications

Plan of Action

- Create and submit the Plan of Action by April 1, if filing for a position; otherwise submit it ASAP if appointed
- Create 3-5 goals and implementation ideas
- Develop a theme and logo

Fast Starts

- Complete the USWT Fast Start for your position
- Promote fast start to state contacts
 - Consider offering incentives for those that complete the fast start
 - Contact your state contacts to follow up and encourage them to do the fast start
 - Recognize all completing their fast start at Mid Year



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Monthly Reports

- Send monthly reports to the national membership vice president and national president
- Provide copies of important correspondence and a copy of communication log, if requested

State Information Packets (SIPs)

- Create the appropriate number of SIPs
 - Include training, challenges and general information
- Distribute in a timely fashion as determined by National President
- Include web URL and position email on all communication (SIPs, letters, emails, etc.)

Team Newsletters

- Work with Membership/Programming Vice President who will coordinate the Newsletter
- Submit articles to the national newsletter and membership/programming vice president's mailings

Today's Leaders

- Prepare articles for bimonthly publications; secretary will give due dates
- Submit articles to the national newsletter and membership vice president's mailings

USWT Website

- Update individual webpage each trimester, listing promotions and additional information for states by sending to webmaster for posting
- Review items currently listed for removal if outdated

Communicating with State Contacts

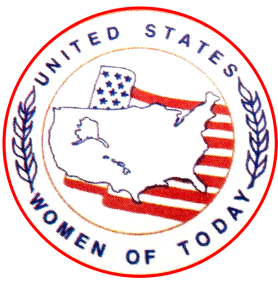
- Work one-on-one with the state and local public relations directors by offering support and training.
- Recognize members with awards for outstanding achievements.
- Provide communication each trimester with the state contacts; regular communication is important
- Consider monthly or bimonthly communication – more as needed by your Position

USWT PR Director Tasks

- Promote Founder's Day, Women of Today Week, Make a Difference Day, and National Volunteer Recognition Week
- Review and initiate revisions to the [USWT Public Relations Manual](#)
- Promote the Mid-Year and Annual Convention; include press releases to advertise conventions and recognize award recipients
- Promote Women of Today wherever and whenever possible to gain national recognition
- Update the [national media list](#) as needed

First-Timer's Program at Conventions

- Plan activities for first-timers at convention
- Coordinate the First Timers program at Mid-Year and Annual Convention



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- **If I cannot make the USWT meeting, who does this instead? Find another USWT officer to do it for you.**
- **What does this entail? A session at convention, and whatever else deemed necessary.**

Social Media: USWT Facebook page

- Ensure you are set as an ADMIN
 - **Do I make all the posts? Yes, unless others are willing to do so.**
- Promote state projects and successes by sharing posts
- Highlight the National Program Areas according to the appropriate emphasis month (see listing below)
- Encourage other USWT officers to post items like challenges or announcements about their areas

Buckets of Sunshine

- Promote Women of Today Buckets of Sunshine.
 - **Does USWT do a BOS project? Yes, unless at Year-End convention**
- Promote USWT BOS Project at the state conventions; include press releases to advertise conventions and recognize award recipients.

Committees

Membership Committee

- Attend all meetings and prepare a PR report
- Give a report on the Marketing Committee

Marketing Committee

- Serve as chair of the Marketing Committee.
 - **When does it meet? online whenever**
- Hold at least 2 committee meetings per year
- Send meeting minutes to webmaster 30 days from meeting date

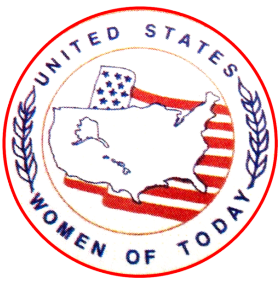
USWT Policies regarding PR Director

POLICY 2: PROGRAM MANAGERS AND NATIONAL PROGRAMS

Section 3: National Program Areas

D. Emphasis months are set as follows:

- **July:** Extensions, Membership
- **August:** Health & Wellness, Project Recognition, Domestic Violence Awareness
- **September:** U.S. Founder's Club Charities, Public Relations, Personal Development
- **October:** Buckets of Sunshine, Domestic Violence Awareness, Extensions
- **November:** Parliamentarian, Health & Wellness
- **December:** Membership
- **January:** Personal Development, Project Recognition
- **February:** Extensions, Domestic Violence Awareness



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- **March:** Membership, Health & Wellness, U.S. Founder's Club Charities
- **April:** Public Relations, Outstanding Achievement in Programming
- **May:** Parliamentarian, Community Connections, Web Development

POLICY 4: DIRECTORS

Section 3: Duties of Directors

B. Public Relations Director

1. Shall promote Public Relations in Member States.
2. Shall promote Founder's Day, Women of Today Week, Volunteer Recognition Week, Buckets of Sunshine and National Convention Buckets of Sunshine project.
3. Shall coordinate the First Timer Program at all meetings.
4. Shall make available materials and resource ideas for chapters and states
5. Shall coordinate recognition and awards in this area.
 - **What awards are in the PR area?**
6. Shall have approval by Membership Vice President and President before expenditures are incurred in the Public Relations promotions budget.
 - **Who sets the PR promotions budget and what is on it?**
7. Shall research and develop resource materials such as videos, public service announcements, proclamations and pamphlets
8. Shall be the chairman of the Marketing Committee.

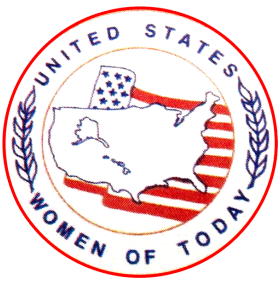
POLICY 9: COMMITTEES

Section 1: There shall be national committees as needed to perform research and make recommendations to the Board of Directors.

The following committees shall meet at both the Mid-Year and Annual Meetings. Minutes of all committee meetings shall be recorded and made a part of the permanent records. Minutes shall be distributed to Committee Members within 45 days after convention. Committees shall utilize GoTo Meetings throughout the year to expedite committee meetings at Mid-year and Annual convention.

E. Marketing Committee

1. Shall consist of the PR Director, serving as committee chairman, past PR Director, Membership Vice President, Treasurer, at least (3) state presidents or their representatives appointed by the President, and at least five (5) volunteers shall serve three year alternating terms on a three year rotation.
 - **Who has volunteered on this committee in the past 3 years?**
 - **Who was past PR Director?**
 - **For MNWT, can I get the Marketing Committee Chair to represent if she is so inclined?**
2. Shall develop and implement ideas for marketing the United States Women of Today.
3. The Public Relations Director shall review Buckets of Sunshine bid for Mid-Year Convention and send to the Marketing Committee for approval at the year-end convention.



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- **How are these bids solicited?**

4. A representative from the Marketing Committee shall serve on the Future Directions Committee.
5. Year-end Buckets of Sunshine project is to be related to Domestic Violence Awareness.