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SIP 2nd Trimester Sept 2024



Hello Everyone,

I am excited to collaborate with you, our members, chapters, and states on your PR goals this year! I am enjoying my year on national staff as your Public Relations Director. I had several of you represent your chapters and submit the Founders Day Challenge for the first Trimester and Fast starts. Thank you to everyone who participated. Please note: **New email address:** pr@uswomenoftoday.org

I don't know about you, but summer and the first trimester have flown by. I have stayed busy with Women of Today for my district, local chapter, USWT National activities and summer fun! I am looking forward to an exciting second trimester. Please know we are here for you.

Thank you all for being patient with me as I am still learning the Public Relations position. If you have any questions at all please feel free to message me by email, letter, or text. I'm also on Facebook.

In friendship- *Cindy Golbuff*

Upcoming Dates: Mark your Calendar!

September 22-28th is time to **CELEBRATE WOMEN OF TODAY WEEK!** Post pictures to your Facebook page and tag me to earn a chance to win a gift basket at Mid-Year convention!

October 11-13: Bushel of Fun Time! **USWT Mid-Year Convention in Omaha, NE. Have you signed up yet? Below is the link to the registration form on the USWT website.**

<https://sites.google.com/.../News-Events/USWT-Conventions>

The wonderful Convention room rates are good through September 24th.

We have planned so many exciting activities and forums you won't want to miss! I will post reminders on Facebook. If you send me an "I am: email or note on Facebook, I will have a surprise on a stick for you at convention!

October 26 is Make a Difference Day: a National Day of Community Service. More information on page 4.

What is the “Buzz” about PR? What does PR mean to you?

PR stands for many things:

PR Public Relations

PR Personal Record

PR Press Release

PR Pulse Rate

***PR is a communication process that builds relationships between our organization and the public. Who can be the PR in your chapter? You can and I am here to help you. I realize how important PR is to our chapters. We need to brag about what we do in our communities through our local newspapers, web sites, face book, twitter and etc.

Did you know that there is a Public Relations Manual on the USWT Website? There are several samples of press releases, letters to the editor, proclamations, etc! Holy cow! There is so much information in there you should check it out!

More on Press Releases:

A press release is a written communication directed to members of the public, to give them information on things that are considered newsworthy. Most of the time these communications can be mailed, faxed, or emailed to any number of companies to be released on any number of different types of media. For instance, newspapers, magazines, radio stations, etc.

The typical format is a body consisting of 4-5 paragraphs with 400-600 words. They can also be as low as 300 to a high of 800 words. They have 7 main sections:

- **Headline** – used to grab a person’s attention
- **Dateline** – has the time and date the info was sent to media
- **Introduction** - 1st paragraph that gives basic answers to the typical answers of who, where, when, what, and why.
- **Body** – gives further relevant details and other needed information
- **Boilerplate** – talks about the company, organization, or individual
- **Close** – there are several ways to show that the release has ended
- **Media Contact Information** - this will typically be the name, address, phone number, email address and any other contact information for the PR or other media contact person.

Press releases can be for any number of reasons and therefore, not all of the above sections would be used.

But they could also contain even more information than just what is listed above. I am still learning about these and how they can help any number of companies, organizations or individuals get the much needed or wanted information to the public or even just within certain groups or company employees.

2nd Trimester Challenges:




Women of Today Week/Make a Difference Day: Send in or email **Shout out with Public Relations** form for an incentive. This form is used each trimester to celebrate your chapter’s Public Relations activities. Click below to fill out the form:

[EmailMe Form - USWT Shout Out with Public Relations Participation](#)



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

 **Women of Today Week is the last full week in September (22-28) and you should begin planning for this week now. Some chapters do a project, whether external or internal, each day of Women of Today Week. It is a great way to gain exposure to your chapter by getting an article in the newspaper, or even posting flyers with all of your Women of Today Week activities on it, all over your town.**

Here are some examples of what you can do:

1. Hold a seminar for the women in your community-have several women's and children's services come out and place their brochures or giveaways out for the public.
2. Pamper yourselves, set aside some time to go to lunch or dinner with each other, or have a spa day for the women.
3. Have a family day at the park- cookout and play games, plan as a chapter event.
4. Run ads in local paper, have your mayor proclaiming that week as Women of Today week in your town, and a press release to your local paper. Talk about the activities for the week, the history of the USWT and your chapter-about who we are, how we help our community, etc.....

Below is a sample of a press release.

Women of Today Week Celebrated

The week of September (last full week date and year) has been set aside by the United States Women of Today as Women of Today Week. During this time, chapters and states nationwide will be celebrating accomplishments, hosting membership drives and other special events.

The Yourtown Women of Today are (list here your activities or events that you will do to celebrate Women of Today Week).

The United States Women of Today was chartered in 1985 and have celebrated over (number) years of successful educational and fundraising partnerships with other groups such as March of Dimes, Leukemia Society, Arthritis Foundation to name a few. The United States Women of Today is an organization open to all persons, at least 18 years of age, interested in promoting community service, personal enrichment and leadership training. Today over 1600 members belong to the organization in 13 states and are making a difference in your community.

The Yourtown Women of Today have been serving this community for (number) years. Some of their projects include (list projects). The Yourtown Women of Today meet (location, date and time). For more information, please contact (name and phone number).

NOTE: Remember to type all news releases double spaced and submit with a contact person's name, address and phone number at the top. Include photos if possible. Due to space limitations, they were single-spaced here.

Service Project for Mid-Year



The service project for our Mid-Year meeting will be **FOOD BANK For the Heartland**. Please promote this service project opportunity at your chapter meetings. **Bring your donations to Mid-Year Convention in Omaha.** Watch for Facebook posts for more about this wonderful organization.

WEBSITE NOTES

We are working with the new web master on moving to a new website. We also are working on getting forms updated or posted to the website. If you are looking for a form and can't find it, shoot out an email to us. Also will attach President Jane's Golden Star Award to this email.

President Jane's Golden Star Award is for a non-member and to recognize individuals and businesses who help us recognize those individuals who help us achieve our goals and encourage our members and chapters. These individuals could be a spouse, relative, or a local business that has been especially helpful to your chapter or our organization.

**Participate in
Make a Difference Day
This Year Known as
Make a "Colorful" Difference Day
October 26, 2024**

Make a Difference Day is a National Day of Community service. We come together to volunteer, raise funds, offer support, and learn about the most urgent needs of our society.

What: President Jane is asking chapters to hold a volunteer activity

- You could make it a Halloween event and collect donations
- Volunteer at a local park, nursing home, animal shelter, library, school, serve meals at Ronald McDonald House or shelter
- Sponsor a volunteer event in your community

When: Saturday, October 26, 2024

Who: Your chapter – could collaborate with other groups

Why: When you hold your event, email PVP Lisa Hahn at pvp@uswomenoftoday.org and let her know what your chapter did for a colorful surprise given by the State President!

PR: Don't forget to post pictures on FB for good PR in your community! Tag Public Relations Program Manager, Cindy in your pictures with [#uswtmakeadifferenceday](https://www.facebook.com/hashtag/uswtmakeadifferenceday)

**“Autumn, it carries more gold in its hand than all the other seasons.”-
Jim Bishop**

