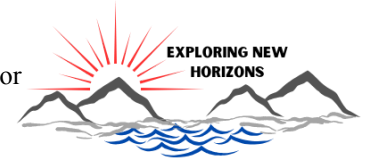




United States Women of Today
2025-2026 Plan of Action
Public Relations Director
Exploring New Horizons

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Plan of Action

Goals and Implementation

1. Promote 10 out of 12 months for the different national program areas.
 - a. Use USWT Facebook pages to share different activities that chapters/states can be doing during that month.
 - b. In SIP promote the upcoming program areas in the next few months.
 - c. Email the different state public relation contacts about how they can bring to their membership and get the community involved.
2. Have 40% of Chapters submit Shout Out with Public Relations Participation Form each Trimester.
 - a. Promote through Facebook, SIP, and email.
 - b. Offer a basket at both Mid-Year and Annual conventions. One Submission equals a chance at the basket.
 - c. Chapters/States will also receive the recognition in accordance with their number of submissions.
 - d. Provide different options/templates of what they can use to promote/market their event they held during the trimester.
3. Promote and have 30% of states participate in Buckets of Sunshine.
 - a. Informational zoom meetings on the Buckets of Sunshine 4 times via zoom.
 - b. Promote via SIP, Emails, and Facebook pages.
 - c. Give different examples of what the states can do for Buckets of Sunshine and show the different examples on the USWT website.
 - d. Have the chapters/state fill out the Buckets of Sunshine Report via electronic or PDF.
 - e. Share photos of the Buckets of Sunshine projects via Facebook, newsletters, newspapers, and other publications.
4. Hold bi-monthly zoom meetings with Public Relations Directors/Marketing Vice Presidents.
 - a. Promote zoom meetings via Facebook, SIP, and email.
 - b. Teach different skills and topics that the membership needs help with.
 - c. Understand the basic definition of what marketing/promotion are.
 - d. Teach an in-lab class of creating Newsletter, Facebook scheduling, and Flyer.
5. Reach out to 3 new non-Women of Today communities to inform them of the organization.
 - a. Create post cards to send to the area to have current members or a chamber person to set them out around the area.
 - b. Make posts on the community Facebook pages and send out something in a free section of a paper or advertisement.
6. Travel
 - a. I will be traveling to all conventions.
 - b. Visit chapters/states as it is available within time and budget.
 - c. Go to all staff retreats as I can.