



Alexandra Staley  
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Exploring New Horizons  
Trimester 1 State Information Packet (SIP)  
[EMAIL ME](#)  
[US Women of Today Website](#)



## Mountains, Meadows & Me

Hello Explorers,

I am Alexandra Staley, the USWT Public Relations Director for the 20205-2026 year. I have been part of the New Ulm, Minnesota Women of Today since 2015, but my Women of Today involvement doesn't start there. I have been actively involved since a young age helping my mom on her adventures through Women of Today. I look forward in exploring all things public relations with every one of you, but I should probably tell you a little bit about myself first.

I currently live in Morgan, MN with my Husband, Dillion, my stepson, Leroy, and our two dogs Willow and Blake. We are a family that never seems to not be running around with either sports or our own adventures. I love to be outdoors exploring nature and taking in all the feelings that nature provides. We are active within our community and enjoy the company that we have gained along the way.

Feel free to message me about any questions you may have or if you just need a friend to talk to. I am always here to help and listen.



## Goals that inspire the adventure

This year I plan on helping our chapters/states become more known with their communities. I have created goals to help achieve these wild adventures and hope that you will be joining the exploration with me.

1. Promote 10 out of the 12 months for the different national program areas.
2. Have 40% of chapters submit Shout Out with Public Relations Participation Form each Trimester.
3. Promote and have 30% of states participate in Buckets of Sunshine.
4. Hold bi-monthly (or as needed) zoom meeting with Public Relations Directors/Marketing Vice Presidents.
5. Promote United States Women of Today to 3 new areas outside of the organization.

These Goals have ambitions and determinations that are 1000% achievable while working together. With your help we will be able to explore new horizons, be recognized, and have fun along the way.

**Anything is Possible**  
**When we work together!**

# The Bigger the Climb, the Better the View

## – My Personal Challenges



Any Submissions made for Founders Day Activities on July 1<sup>st</sup>, 2025, by September 1<sup>st</sup>, 2025 will be put into a drawing to have a chance to win an Adventure M-Event Basket.



Complete Fast starts and a submission for founders' day and get a double entry into the Adventure M-Event basket.



We want to hear from you! Post, like, share anything that your chapter/state is doing. Encourage current members to share to personal pages, tag the US Women of Today, and use hashtags! We know you are doing amazing things so don't forget to share them out there!



Want to know more about Buckets of Sunshine and share ideas with others in the organization? Join me in August (date to be sent out later) to have a zoom call that will not only be informational but fun to collaborate. Anyone who participates will be in a drawing at Mid-year Convention in Massachusetts.



## Founder's Day – July 1<sup>st</sup>, 2025!

Are you wondering what founders' day is? Do you know how to inform your members about founders' day? Founder's Day is when the United States Women of Today was founded. This was a day that women got together in the anticipation of dissolving the United State Jaycee Women. These women decided to create United State Women of Today with a common goal of Service, Growth, and Fellowship. So this day for our chapters and states to celebrate the members and others that have helped continue to grow and share our fellowship.

## How can you celebrate?

- ❖ Hold a Birthday Party
- ❖ Have a potluck
- ❖ Share history with others, including your women of today members.
- ❖ Create a memorabilia wall and share with members

There are so many ways to celebrate. Make sure to share in any media outlet.

Complete the Shout Out with Pride Form and submit to earn your chance of getting a fun basket at Mid-Year.


# Ready, Set, Climb the Fast Start


What is a fast start? A fast start is a way for you to go and track your goals/plans that you would like to achieve for the year. Doing a fast start allows you to have a starting point and provides a way to track over the year. When you complete a fast start and submit it, we now have a starting base of what you, your chapter, and state may need from us. The fast start helps create the first initial contact/connection that will continue to grow through the next year and years to come. See the Fast Start requirements below and don't forget to email them to [pr@uswomenoftoday.org](mailto:pr@uswomenoftoday.org)


- ✓ Send an Email with your Name, Chapter, State, Position and preferred method of contact.
- ✓ Write down 2-3 goals that you have for the year.
- ✓ Promote a challenge or goal with your state/chapter from the USWT Public Relations Director.
- ✓ Send one question that you would like to ask about marketing/public relations?





## Did you know!


 **Ancient Marketing** – The concept of marketing dates back to ancient civilizations! Egyptians used papyrus to create sales messages and posters.


 **Color Psychology** – Colors influence consumer behavior. Studies show that color can increase brand recognition by up to **80%**! Red evokes excitement, while blue is associated with trust.

 **Email Marketing Power** – For every **\$1 spent** on email marketing, the average return on investment (ROI) is **\$42**, making it one of the most cost-effective strategies.

 **Social Media Reach** – Over **3.6 billion people** use social media worldwide, making platforms like Instagram and Facebook essential for promotion.

 **Scarcity Creates Demand** – Limited-time offers, or exclusive products make consumers act quickly to avoid missing out.

 **AI in Marketing** – **92% of businesses** have adopted AI to enhance customer interactions, and **31% of marketers** use AI to craft compelling social media content.

 **Mobile Dominance** – **68% of website traffic** comes from mobile devices, emphasizing the need for mobile-friendly marketing strategies.



# Buckets of Sunshine

## ☀️ Brightening Communities, One Bucket at a Time! ☀️

The **Buckets of Sunshine Project (BOS)** is more than just a service campaign—it's a nationwide movement powered by kindness and action, designed to bring communities together under the mission of the **United States Women of Today**. With each chapter working toward a shared goal while customizing efforts to fit their local needs, BOS offers **flexibility, impact, and heart**.

Each chapter is encouraged to spread **sunshine** within their own community and contribute to the larger **USWT Buckets of Sunshine initiative** at the Annual Meeting. Coordinated by the **USWT Public Relations Director**, with the guidance of leadership teams, the national effort ensures widespread participation and meaningful results. With early promotion and strategic outreach—especially at mid-year conventions—this initiative has the potential to become a nationally recognized force for good!

Every year, **USWT challenges chapters to take this project to the next level**, turning simple acts of giving into a **powerful ripple effect** across the country. By collecting essential items and providing much-needed support to communities, BOS ensures that wherever our annual convention lands, we leave behind a **legacy of hope, generosity, and positive change**.

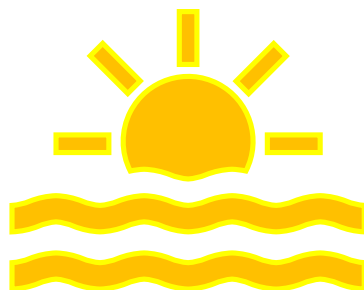
It's time to **step up, spread the sunshine, and make an unforgettable impact!** 🌻 🌍 ✨

**First Buckets of Sunshine Zoom will be in August. Watch emails for the link, date, and time! Cannot wait to see you all there!**

## How can I participate in Buckets of Sunshine?

Participating in Buckets of Sunshine can be simple. Did you know that the USWT website does have different examples available. These examples can be tweaked and used for the best possible way for your community. Also, they be just simply used (people tell me the best way to do something in a short period of time is to look at an example and not reinvent the wheel). Check out this link: [Buckets of Sunshine](#) to see the different examples that are there for you!

Don't not forget to fill out the Buckets of Sunshine form by clicking this link: [Buckets of Sunshine Form](#) or download the form here: [Buckets of Sunshine PDF Form](#)



# Make A Difference Day

Please join us and Participate in Make a difference day.

This year's theme:

## Friendship Fiesta with acts of kindness

Saturday, October 25<sup>th</sup>, 2025

### What is Make a Difference Day?

Make a Difference Day is a nationally recognized celebration of service and community impact! Millions of volunteers come together to create positive change in their neighborhoods. From local projects to large-scale efforts, these activities strengthen community bonds and inspire collaboration among people everywhere.

### History fun facts

It all started in 1992 when a group of passionate people asked a simple question: *What if everyone dedicated just one day to helping others?* That spark of inspiration turned into a national movement!

On the fourth Saturday of October, millions of volunteers—from local communities to global initiatives—join forces to spread kindness, tackle challenges, and make life better for those around them. Whether it's planting trees, feeding the hungry, or organizing fundraisers, this day proves that when people come together, real change happens.

Think of it as a **volunteer-powered super boost** for communities everywhere—one day, countless acts of good!

### We Want to hear from you

Who: Your Chapter/State and any collaborators alongside you

What: Join President Mary in participating in Make a Difference Day

When: October 25, 2025

Where: Your local community

Why: It makes an impact within our communities and can make new and meaningful friendships that last a lifetime.

Don't forget to email your projects to PVP Shellie Matthes @ [pvp@uswomenoftoday.org](mailto:pvp@uswomenoftoday.org) about what you did! Oh, don't forget to SHARE on all social media platforms and fill out the Shout out with Pride form! Use the following hashtag #uswtmakeadifferenceday #friendshipfiestawithactsofkindness #uswomenoftoday