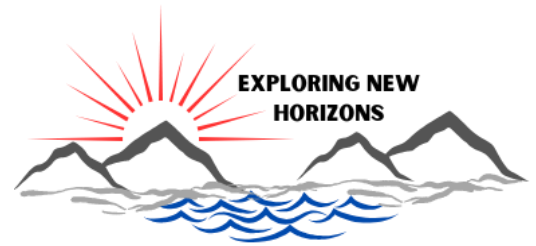




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Exploring New Horizons
Trimester 2 State Information Packet (SIP)
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USWT Website



Hello, Marketing Professionals and Public Relations Rockstars!

The Second Trimester is here, and its *game time*! Now's not the moment to slow down – it's time to scale new heights and keep that momentum soaring! I've been blown away by the incredible efforts I've seen from all of you – your shout-outs, your PR brilliance, and the amazing events you've been hosting! Now, let's take it up a notch and bring even more excitement, visibility, and flair to the table!

I've got an exciting challenge lined up, along with tons of info and fun happenings in the coming months! Trust me, you don't want to miss out. ✨ Let's level up together!

As always, I'm here to support you. Feel free to reach out anytime if you need help, have questions, or just want to bounce ideas around!

TOWERING MOUNT MARKETMORE – 2nd Trimester Challenge

Every day if you truly think about it, you are a walking billboard. People may not notice it, but it is true! Wear a dress from Target and get told that it is a beautiful dress and where you got it. **BAM!** That is strategic marketing that all clothing corporations have, and you want to know something? It doesn't cost them a dime because you paid their cost in labor and distribution when you bought the item from the store. **MIND BLOWING!** Where am I going with this well it leads to my second trimester challenge- Trying something **NEW** and **AFFORDABLE** for marketing your Women of Today Organization!

There are so many ways to market your group in your area, and I am encouraging you to participate in this challenge because when you put yourself out there **AMAZING** and **INCREDIBLE** things happen. Here are some ways you can market your group for **FREE! YES, I MEAN FREE!** When you try one of the below or something different, send me an email of what you did and post on social media (if you have one, if you don't maybe that can be your new marketing tool). Those who participate will be put into a drawing to receive a **Mountain Moving Incentive!**

- Create a Facebook Page and invite members, new prospective members, and other community members!
 - Share upcoming events, meetings, socials, and more that your group is doing
- Co-Chair an event with another organization.
 - This doesn't mean that you must be financially responsible, maybe it is just helping to put on the event
- USE HASHTAGS!
 - Hashtags allow anyone in the world to look up a hashtag and see what the hashtag is about. Be strategic about this one but make sure the hashtag is all one and not separate (see example below)
USE: #ILOVETOREAD NOT: # I LOVE TO READ
 - We want no spacing between the words!

There are so many options and if you need help, please reach out and we can discuss what would be the best for your group!



Things to Remember

WOMEN OF TODAY WEEK! September 21st, 2025, thru September 27, 2025

Women of Today week is for us to celebrate our members! Have fun activities, M-Events, and really show the appreciation of our members that make everything possible. Without our members we would not be here so celebrate and have fun!

If you participate in Membership Week at all make sure to use #USWT #Kindnessiskeytofriendship #membershipweek25-26 on all social media posts! This helps get our visibility out there and to have fun! Don't forget to enjoy yourself and invite new friends!



Mid-Year Convention- Gather Together with Friends- Mansfield, MA

Thinking about coming to convention?

Well now is the time to book flights, hotels, and send in your registration! Registrations are due by September 8th for the Advanced rate for convention! So, submit yours today. Here is the online/electronic Convention link: [USWT Mid-Year Convention](#)

What is all happening at Mid-Year?

Well, I hear there is a puzzle competition, forums, round tables, meetings, and of course good food! I am so excited to see everyone who can make it there and cannot wait to have so much fun!

What Organization are we supporting for Mid-Year?

New Hope is a nonprofit dedicated to transforming lives by offering supportive housing, outreach, and resources to individuals and families affected by homelessness. Their mission is to provide a pathway to stability, empowerment, and lasting change for those in need. Wanna help support New Hope without having to bring something to convention? Shop their Amazon Wishlist Here: [New Hope Amazon Wishlist](#)

New Hope offers several ways to donate goods, helping individuals and families in need. They accept a variety of items, including clothing, household goods, toiletries, and baby supplies, all of which directly support their housing programs and services. Donations can be dropped off at designated locations or scheduled for pickup, making it easy for you to contribute to their mission of providing stability and support to those affected by homelessness.



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 25th, 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

We Want to Hear/See 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 on those that are within our communities. It provides opportunity for those to come together and make a meaningful impact.

Don't forget to post on social media! Use #uswtmakeadifferenceday

#friendshipfiestawithactsofkindness #uswomenoftoday #Kindnessiskeytofriendship #USWT

Share your projects with our US PVP Shellie Mattes by emailing pvp@uswomenoftoday.org



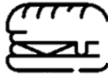
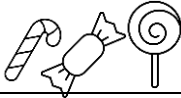


























Fill out the Shout Out with Public Relations form and receive a special incentive at Annual Convention!

National Days to Promote on Social Media!

Through the Month of November, I am challenging those who would like to participate (state/chapter) in National Days throughout November. The challenge is simple: Post on your social media platform(s) about the national day and encourage the audience to participate with the post in some way. Those who participate in the challenge will be put into a SWEET drawing at Annual Convention.

Make sure to use #USWT #KindnessIsKeyToFriendship

P.S. If you participate in more than 1 day your name just might get entered in the drawing more than

Sun	Mon	Tue	Wed	Thurs	Fri	Sat
						1 National Family Literacy Day! 
2 Daylight Savings! 	3 National Sandwich Day 	4 National Candy Day 	5 National Donut Day 	6 National Nacho Day 	7 National Jersey Day 	8 National Cappuccino Day 
9 Remembrance Sunday 	10 National Vanilla Cupcake Day 	11 Veterans Day 	12 National Chicken Soup Day 	13 WORLD KINDNESS DAY 	14 National Family PJ Day 	15 National America Recycles Day 
16 National Fast-Food Day 	17 National Homemade Bread Day 	18 National Princess Day 	19 National Support Education Professionals Day 	20 National Child's Day 	21 National Stuffing Day 	22 National Cranberry Relish Day 
23 National Espresso Day 	24 Unique Talent Day 	25 National Parfait Day 	26 National Cake Day 	27 TURKEY DAY 	28 National French Toast Day 	29 SMALL BUSINESS SATURDAY 
30 National Mason Jar Day 						

HOLIDAY SEASON CELEBRATION

With one of the busiest times of the year we all need a moment to just sit down and relax. This December plan a fun event for your membership and invite others! Events could be Holiday Party, Secret Santa, Christmas Movie Marathon, or anything fun to help celebrate your members! If you plan an event and share it on social media your name will be entered in *AGAIN* for the *SWEET* drawing at Annual Convention.

Do not forget to use the following hashtags! #USWT #KindnessIsKeyToFriendship



I hope everyone has a safe and fun holiday season! Cannot wait to see everyone in the New Year!

