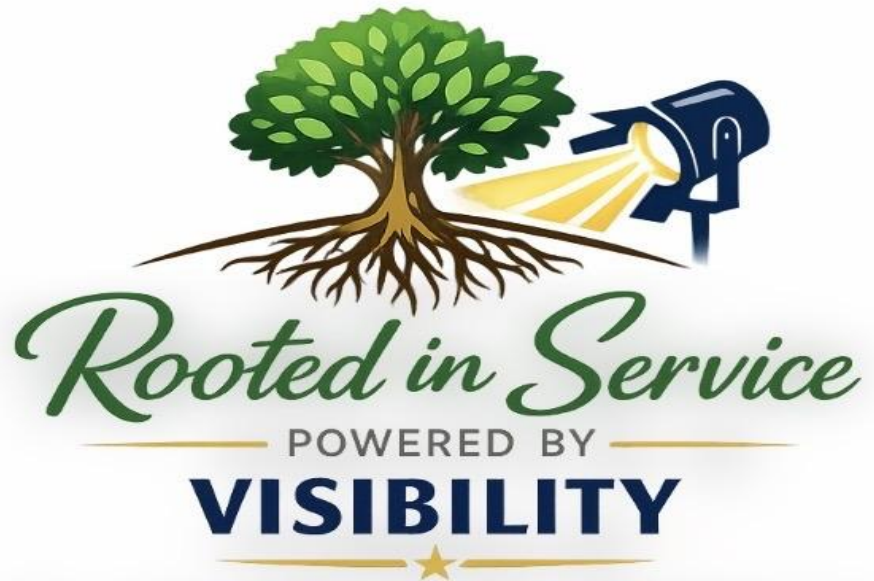


June/ 2026 / 1st Trimester



Public Relations

"Public Relations is not just promotion - it is storytelling, energy, momentum, and making it easy for chapters to showcase the incredible work they are already doing".



Spotlight Introduction

[Stephanie Sabourin](#) – United States Women of Today - Public Relations Director 2026–2027

I am Stephanie Sabourin, and I am excited to serve as your United States Women of Today Public Relations Director for the 2026–2027 year.

I am married to my husband Mark, and together we share six adult children ranging in age from 23 to 32. We are also proud grandparents to one very spoiled grandson. Family is at the center of everything I do, and I cherish every opportunity to spend time with the people I love.

Professionally, I am an andrology-certified nurse and currently serve as the Director of Clinical Services for a male fertility company. My career has been dedicated to helping individuals and families navigate their family-building journeys, and I am passionate about education, communication, and creating meaningful connections.

WHAT'S NEW

TRIMESTER 1 CHALLENGE

Share your story

PR TIP OF THE TRIMESTER

The posts that typically receive the highest engagement are not event flyers. They are the stories and photos featuring real members

COMING THIS YEAR

Let's tell our story, celebrate our members, and make sure our communities know who we are and what we do.

Trimester 1 Challenge:

Share Your Story:

One of the most powerful membership tools we have is our personal story.

Why did you join?

Why do you stay?

What has Women of Today meant to you?

During this trimester, I challenge every chapter to highlight at least one member story through social media, newsletters, chapter meetings, or local publicity opportunities.

Ideas include:

- "Why I Joined" spotlights
- Member Monday features
- Volunteer success stories
- Favorite Women of Today memories
- Community impact highlights

The stories we share today are often what inspire our future members to join tomorrow.

Occupation: Operations Manager for a Special Events Lighting Company

Family: Dating my love Pat- almost 9 years. No pets but I do feel motherly to the gazillion bunnies, squirrels, chipmunks and birds that hang out at my home.

Hobbies: Not sure I have "hobbies" per se but I do enjoy doing workout videos at home. I also LOVE throwing parties. Does shopping count?

If you could vacation anywhere in the world for free, where would it be?
"Fiji, Bora Bora or Maldives in one of those over the water thatched huts. Steph- future trip?"

2 truths and 1 lie:
• I helped rebuild a car engine with my father.
• I was in Berlin the year the wall came down.
• I went to a boarding school.

Meet the Member!

Lisa Wyn

"I joined to make female connections and give back to the community. Love this group! Definitely life changing for me. I finally found my tribe."

PR TIP OF THE TRIMESTER

People Connect with People:



The posts that typically receive the highest engagement are not event flyers—they are stories and photos featuring real members.

When posting:

- ✓ Include member photos whenever possible
- ✓ Share why an event mattered, not just what happened
- ✓ Celebrate accomplishments
- ✓ Thank volunteers publicly
- ✓ Tell the story behind the service project

Remember: People may forget the details of an event, but they remember how your story made them feel.

Coming This Year...

- Interactive PR & Marketing Zoom Sessions
- Publicity and Visibility Training
- Social Media Challenges
- Chapter Promotion Ideas
- Member Spotlight Campaigns

BUCKETS OF SUNSHINE:

Share Your Story:



The Buckets of Sunshine Project 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.

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!

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. Sometimes 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 [HERE](#)

FOUNDER'S DAY:

JULY 1, 2026

🎉 Celebrate Founder's Day! 🎉

Do you know why we celebrate Founder's Day?

Founder's Day marks the anniversary of the founding of the United States Women of Today. When the United States Jaycee Women began to dissolve, a group of dedicated women came together with a shared vision of **Service, Growth, and Fellowship** and created the organization we proudly belong to today.

This special day is an opportunity to celebrate our history, honor the members who came before us, and recognize those who continue to strengthen our chapters and communities.

How ever you choose to celebrate, be sure to share your Founder's Day fun! Don't forget to complete the [Shout Out with Pride](#) form for a chance to earn a fun prize at Mid-Year.

Looking for ways to celebrate? Here are a few fun ideas:

- 🍰 Host a birthday party for your chapter
- 🍽️ Organize a potluck or social gathering
- 📖 Share the history of Women of Today with members and guests
- 📱 Post your celebration on social media and spread the excitement

Let's honor our past, celebrate our present, and continue building a bright future together!

“Together we can increase awareness of the amazing work being done throughout United States Women of Today. I cannot wait to work with all of you this year”! -Stephanie Sabourin