



PUBLIC RELATIONS

2nd Trimester State Information Packet

2026-2027

Stephanie Sabourin, USWT Public Relations Director

pr@uswomenoftoday.org

ROOTED IN SERVICE. POWERED BY VISIBILITY.

Second trimester is packed with opportunities to celebrate our members, serve our communities, and make sure people SEE the incredible work Women of Today is doing.

MID-YEAR CONVENTION: Bubbling with Excitement!

St. Louis, Missouri

Thinking about coming to convention?

Now is the time to book flights, reserve your hotel, and submit your registration! The discounted Advanced Registration rate is available through September 7, 2026, so do not wait.

Online/electronic registration:

USWT Mid-Year Convention

What is happening at Mid-Year?

- The puzzle competition is back!
- Forums and round tables
- Meetings, networking and idea sharing
- Good food, friendship and plenty of fun

I cannot wait to see everyone who can make it and enjoy a weekend of connection, learning and FUN!

BUCKETS OF SUNSHINE: Supporting Wonderland Camp

This Mid-Year, our Buckets of Sunshine support will benefit Wonderland Camp in Rocky Mount, Missouri.

Wonderland Camp has served individuals with disabilities since 1969. Located on 150 acres, the camp welcomes children, teens and adults ages 6 and older for full-week and weekend sessions. Accessibility features include heated and air-conditioned cabins, private bathrooms with shower chairs and Hoyer lifts, 24-hour nursing staff, an on-site health clinic, accommodations for campers needing 1-on-1 care, and accessible recreation such as a climbing wall, ropes course, archery, swimming, nature trails and pontoon boats.

Wonderland Camp Wish List

- Pod-type laundry soap
- Ibuprofen / Tylenol
- Children's liquid Tylenol
- Pepto Bismol tablets
- Band aids and Coban
- Lysol cleaning wipes
- Gallon & quart zip-lock bags
- Masking tape

More Helpful Donations

- 9-10 mm colorful beads with larger holes
- 10 mm letter beads for friendship bracelets
- Generic birthday cards
- Twin-size mattress protectors
- Word searches
- Coloring books

A simple donation can help create a more comfortable, creative and joyful camp experience.

WOMEN OF TODAY WEEK | September 20-26, 2026

Women of Today Week is our chance to celebrate the people who make our organization possible - our MEMBERS! Plan fun activities, M-Events and recognition moments that show appreciation while also increasing your visibility in the community.

CELEBRATE	CONNECT	BE VISIBLE
Member shout-outs, appreciation posts, awards, small surprises or a chapter social.	Host an M-Event, invite former members, partner with another chapter or create a friendship activity.	Wear chapter shirts, share photos, tag community partners and tell the story behind your service.

****[email me](#) info on how you celebrated Women of Today week to be entered to win a special prize!***

MAKE A DIFFERENCE DAY | October 24, 2026

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.

PR opportunity: Promote your project before the event, capture action photos and volunteer quotes during it, and follow up afterward with the impact: people served, items donated, funds raised, volunteer hours and community partners involved.

NOVEMBER CHALLENGE!

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 entered into a SWEET drawing at Annual Convention.

Make sure to use #USWT and #BEALIGHT in your posting so I can track entries

November 2026 — National Days						
SUN	MON	TUE	WED	THU	FRI	SAT
1 🍷 National Author's Day	2 🍳 National Deviled Egg Day	3 🥪 National Sandwich Day	4 🍬 National Candy Day	5 🍩 National Donut Day	6 🌮 National Nachos Day	7 🐮 National Bison Day
8 🧪 National STEM/STEAM Day	9 🍗 Fried Chicken Sandwich Day	10 🇺🇸 U.S. Marine Corps Birthday	11 🇺🇸 Veterans Day	12 🍲 Chicken Soup for the Soul Day	13 🤝 World Kindness Week	14 🥒 National Pickle Day
15 ❤️ National Philanthropy Day	16 🍔 National Fast Food Day	17 🧗 National Take a Hike Day	18 👑 National Princess Day	19 🎲 National Play Monopoly Day	20 🧒 National Child's Day	21 🍪 National Gingerbread Cookie Day
22 🧑👤 National Adoption Day	23 ☕ National Espresso Day	24 🐟 National Sardines Day	25 🍮 National Parfait Day	26 🦃 Thanksgiving	27 🥧 Bavarian Cream Pie Day	28 🍞 National French Toast Day
29 💻 Electronic Greetings Day	30 🛡️ Computer Security Day					

TURN EMPHASIS MONTHS INTO PR MOMENTS

Emphasis months give your chapter and state ready-made content themes. Instead of simply posting the name of the emphasis area, connect it to real people, real projects and real impact.

SEPTEMBER

U.S. Founder's Club Charities • Public Relations • Personal Development

- Spotlight a Founder's Club charity or explain how your chapter supports charitable work.
- Make PR visible: introduce who handles chapter publicity and share one easy visibility tip.
- Feature member growth: a skill learned, a leadership success or a personal development program.
- Use Women of Today Week as a full week of member-centered storytelling.

OCTOBER

Buckets of Sunshine • Domestic Violence Awareness • Extensions

- Show what your Buckets of Sunshine collection is supporting and why the items matter.
- Share respectful Domestic Violence Awareness education and amplify local resources or partner organizations.
- Explain Extensions in simple language and celebrate efforts to bring Women of Today to a new community.
- Use Make a Difference Day to showcase service through photos, numbers and community impact.

NOVEMBER

Parliamentarian • Health & Wellness

- Make parliamentary procedure approachable with a 'Did You Know?' post or a quick meeting tip.
- Highlight how good meeting practices help every member have a voice.
- Share a wellness challenge, member wellness tip or chapter activity focused on healthy habits.
- Connect gratitude season to member appreciation and service storytelling.

THE EASY PR FORMULA: BEFORE • DURING • AFTER

BEFORE: Build interest. Share the date, purpose, who benefits and how people can participate.

DURING: Capture the energy. Take clear photos, short videos, quotes and behind-the-scenes moments.

AFTER: Share the impact. Thank partners, celebrate members and report measurable results.

BONUS: Submit your great work for Shout Out with PR so USWT can help amplify it!

Need PR help, ideas or a second set of eyes?

Stephanie Sabourin | USWT Public Relations Director | pr@uswomenoftoday.org

USWT Public Relations • 2nd Trimester SIP • 2026-2027