

BEYOND TRADITIONAL OUTREACH

Creative Ways to Promote Your Club in 2026-2027

2026 Fall Meeting



SOROPTIMIST INTERNATIONAL OF THE AMERICAS, INC.®

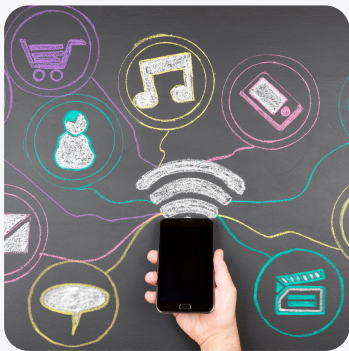
Let's Learn From Each Other!

- ▶ Share ideas
- ▶ Inspire one another
- ▶ Build a collection of promotional ideas



We Often Use...

Social Media



Local Media



Flyers



Community Events



What other possibilities are there?



SOROPTIMIST®
Investing in Dreams

Rapid-Fire Idea Exchange

One idea. One sentence.

- ▶ What's one promotional idea that worked well for your club?
- ▶ What's something you've seen another organization do that could work for your club?
- ▶ What's one new promotional idea your club would like to try?



Every



Story



Partnership



**Media
Mention**



Social Post



**Community
Event**

...helps more people discover Soroptimist!

The background of the slide is a blue-tinted photograph showing several hands holding large, interlocking puzzle pieces. The puzzle pieces are arranged in a grid, and the hands are positioned around the edges of the pieces, suggesting a collaborative effort to assemble something. The overall tone is positive and emphasizes teamwork.

Together, We Grow Our Impact!



SOROPTIMIST®
Investing in Dreams