



Soroptimist Women's Opportunity Awards Frequently Asked Questions

Instructions and materials for clubs to participate in the Soroptimist Women's Opportunity Awards are available in the program section of the member's area of the Soroptimist web site. In the Club Instructions you will find step-by-step instructions to administer the program, including tips for finding applicants. The Club Materials include the judging sheet and a club transmittal form. Also available are Publicity Materials including press releases, public service announcements, media alerts and pitch letters to members of the media. Other questions about the program can be sent to <program@soroptimist.org>.

How can my club get applications?

Clubs can order applications from SIA headquarters. There is a simple order form available in the program section of the member's area of the Soroptimist web site or you can e-mail siahq@soroptimist.org. Applications come in packages of 25 and clubs can order up to 50. When ordering, please remember to include your mailing address, club name and club number.

Can we download the application from the web site and make copies for distribution?

We strongly discourage clubs from distributing photocopies of the application. The materials for this program are professionally designed and printed. Photocopying the materials denigrate the professionalism of the program. By distributing the printed materials in your community, you are projecting an image of your club and Soroptimist as a professional organization.

What are at-large applications and why should our club include them in our judging?

An at-large Soroptimist Women's Opportunity Awards application is available from the Soroptimist web site. Women who apply in this manner are instructed to return their applications to the appropriate region chair. The chair then distributes them to the closest participating Soroptimist clubs. Because there are some areas that do not have Soroptimist clubs, your club may be asked to include an application from a woman who lives outside your community. All clubs are strongly encouraged to include these applications in judging and help women across the federation achieve their goals and fulfill their dreams.

What can we do to make sure we receive completed applications?

Clubs have reported that they have the most success receiving completed applications when they have a personal contact at the organizations where they are recruiting. Talk to someone within the organizations and explain the benefits of the program. Enlist this person as an advocate for the program in their organization. Other suggestions include expanding the search to areas surrounding the club, assisting women with their applications, and working with other Soroptimist clubs in the area. Additional tips are available in the Club Instructions.

What should we do if we do not receive any qualified applications?

It is frustrating for clubs that have made every effort to distribute applications and then do not receive any eligible applications. If this happens, try contacting your region chair. She may have at-large applications she can share with your club. A second option is to contact other clubs in your area to see if they have applications they can share. If they received 10 applications and are only giving one award, chances are there is another eligible woman that your club could support.

When and where do we submit the names of our club-level winner for the next level of judging?

For clubs with district judging, the deadline for submission to the district is February 1st. For those clubs in regions without districts, the deadline is March 1st. For information about where to send your applications, please check the region chair directory available in the member's area of the Soroptimist website.

Our club participates in the Soroptimist Women's Opportunity Awards program but did not receive a copy of the professionally produced public service announcement. How can I obtain a copy?

The Soroptimist Women's Opportunity Awards Public Service Announcement (PSA) video (beta tape format) and audio (CD format) were distributed by headquarters to clubs in the United States and Canada that participated in the 2000-2001 Soroptimist Women's Opportunity Awards program. Clubs in the United States and Canada that are new participants in the program can obtain copies of the PSAs from their region governors or by contacting <kamali@soroptimist.org>. The PSAs are available in English only.

Our club has sent out several press releases but we never receive coverage in the local media. What can I do?

Keep trying! As a service to their readers, local papers should print notices about the program in their community bulletin sections. To gain more in-depth coverage of the program and your club's recipient, contact the reporters and editors to discern how they wish to receive publicity materials (hard copy, e-mail, fax). Work with the personnel at the agencies and organizations (women's centers, community colleges, etc.) that distribute applications. Ask if they will share their media contacts. Plan an event (preferably on or near International Women's Day) to honor your recipient and invite media representatives to attend. Contact other Soroptimist clubs that have been successful in getting coverage. And, be sure to use the sample publicity materials found in the program section of the member's area of the Soroptimist website. The Soroptimist Women's Opportunity Awards program has many aspects that are attractive to the media, so keep trying!

We need a judging sheet and a club transmittal. Where can we get those materials?

All the materials that you need to participate are now available in the program section of the member's area of the Soroptimist website. The judging sheet and club transmittal form can be found in the Soroptimist Women's Opportunity Awards Club Materials document.