



1 March 2019

To: Clubs  
Regions/NAs/Networks

Cc: FMB  
Federation Consultative Council  
Federation Programme Action Committee

Dear all

### **SIGBI Communication Channels from April 2019**

The purpose of this letter is to provide you with an update regarding Soroptimist News and the Federation Communication channels. There will be several changes in the way that we send communications to Clubs and Regions/NAs/Networks from April 2019 following the decision to move to an online, outward-facing Soroptimist News.

As mentioned in my previous letter, PAM (Programme Action Magazine), Membership Matters and Friendship Link News will cease as separate publications. Information on Membership matters and Friendship Links will now appear in the extended SIGBI News Briefing. All programme related articles will appear in the online Soroptimist News.

Our four main communication channels are therefore as follows, and you will receive each piece of information via the specified channel below:

#### **Soroptimist News:**

- President's Message
- President's Travel only relating to projects visited (if applicable)
- Programme information including SIGBI Project Updates
- Calls to Action regarding programme (eg Special Days/Weeks)
- A limited amount of Club Project News that supports articles in a particular issue
- Soroptimist International programme activity including CSW and UN Reps?
- Conferences (May and December issues only, and only items of interest to non-Soroptimists, including Best practice Awards winners)

#### **SIGBI News Briefing**

From the first mailing in April 2019, this will be extended to a 2 page PDF, and will feature:

- News from SIGBI HQ (Documentation, New Club Charters, Club Photo of the Month, SIGBI Retailing)
- Membership Matters articles
- Showcasing Soroptimism
- Friendship Link Articles
- Grants of Friendship and other invitations
- Conference Updates (including calls for stewards and bloggers)

## **SIGBI Website**

- President's Blog – will include any detail of non-Programme-related President's Travel
- Programme Director's Blog
- Obituaries
- All items in the SIGBI News Briefing will usually be housed on the website as well, for future reference

## **Social Media**

We will use Facebook and Twitter, as we do currently, to share Club Project News and Club Celebrations. Showcasing Soroptimism is a campaign to use Social Media to shout about what we do, and this practice should continue throughout the year.

It's exciting to move to a new way of working especially one that will showcase our programme work more proactively. I hope you will join with me in welcoming these changes.

Please email the office at [hq@sigbi.org](mailto:hq@sigbi.org) if you have any questions.

Yours in friendship

A handwritten signature in black ink that reads "Sue Williams .". The signature is written in a cursive, flowing style.

Sue Williams  
SIGBI President