

# Soroptimist International Winchester & District

PR / Comms 2025/26

Event Coverage

Donations

## Club PR Goals

- Engage with the local business community
- Hold/showcase events to create publicity and awareness, increase membership
- Sponsor local activities
- Donate to local good causes

## Media outlets

- Hampshire Chronicle / BID Newsletter / Portsmouth News
- Winchester Radio
- Social media and Club News / SIGBI Comms
- Club and Region websites
- That's TV Hampshire
- Charity AGMs to where we donate



## Digital media

- [Interview with Winchester Radio - Orange Winchester Radio interview Winchester Now Episode 141.mp3 - Google Drive](#) – [Mayors for Peace 6:55](#)
- [Interview with That's TV Hampshire - \(2\) Video | Facebook](#)  
[\(4\) Facebook](#)
- [BID Newsletter - Latest e-news from Winchester BID](#)
- [Youtube – film - Orange campaign 2023 @winchestersoroptimists7950](#)
- [SIGBI - SIGBI, SI Winchester - Jackie's Story - Soroptimist International](#)
- [Social media – FB 810 followers / LinkedIn 31 followers / Instagram 124 followers](#)

## What works for us

- Print media is our most regular/consistent PR
- Local Radio are interested in campaigns and events
- We are a familiar name to local charities
- Winchester Rotary support us
- Social media for events is well supported
- We meet with police and domestic abuse agencies through the City's Domestic Abuse Forum
- Local businesses are aware of our charity support



# Donations

We receive recognition of our donations by letter or inclusion in AGM reports from the charities we support. The Winchester rugby coats donation was covered by the Winchester Resident magazine and the club itself.

Internationally we have supported SI Kisumu, Solar Aid and Raliza's education in Cambodia.

We have started LendwithCare donations to women fitting SI criteria and as part of the SIGBI team.



Show all	Still seeking funding	Currently repaying	Completed
 <b>Quyen</b> Vietnam Farming £15.00 3 months ago £2.00 Repaid Attributed to: Select team	 <b>Itala 1405</b> Zambia Retail - grocery and general household items £15.00 3 months ago £3.93 Repaid Attributed to: Select team	 <b>MYRASOL</b> Philippines Farming £15.00 3 months ago £1.36 Repaid Attributed to: Select team	