



IODE Canada *Express News*

IODE Awareness Week 2023, October 15th to 21st

Let us unite again nationally and continue the momentum that we started in 2022 by planning an IODE Awareness Week activity during October.

The theme, **Service to Others**, has been chosen to acknowledge the commitment of IODE members in serving their communities.

What is the purpose of IODE Awareness Week? This is the week we observe, and bring attention to the important contribution IODE has done and the impact we do. This week is an opportune time to serve as a platform to educate and inform the public of what we do.

Suggestions;

- Host a special IODE Awareness Week event at a community library or centre, mall or the town hall
- Write to your mayor to request a declaration of IODE Awareness Week
- Write to your local politicians to request their support and declaration of IODE Awareness Week at council and in their newsletters or news articles

It is amazing the number of impactful projects IODE has accomplished in your community. Write a human-interest story, using both facts and emotional language to **tell the IODE story**, submit it to your local community newspaper. Remember that a picture is worth a thousand words; include multiple images with your story. Using your social media platforms do a daily post and encourages chapter members to share. Don't forget to tag IODE Canada and your community partners. I am available if needed to help with your social media posts.

IODE Awareness Week is also great opportunity to attract members. Did you know that women speak an average of 20,000 words a day vs. 7,000 words for men - because of the "language protein" known as FOXP2 embedded in our genius brains? Let's use our FOXP2 to talk about IODE - it could be standing in the checkout at the grocery store, when we are out with our girlfriends or at work or socializing. Talk about your projects and the impact that work has in your community. Talk about the people who do the work and the fun they are having working together. Talk about no matter large or small, it makes positive change for others.

IODE is not a secret ... let's start the conversation ... let's start talking. Share your sense of accomplishment and the pleasure you have in working together for your community.

Founded in 1900, IODE Canada is a national women's charitable organization dedicated to enhancing the quality of life for individuals through education support, community services and citizenship programs.

For more information about our organization and charitable work, please visit our website.

www.IODE.ca



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