



# IODE Canada *Express News*

## ***IODE Awareness Week 15 October - 21 October 2023***

We are quickly approaching **IODE Awareness Week** 15 October – 21 October 2023. This week was designed to showcase chapter good works across Canada. Your National Councillors have been spreading the news of this plan for several months and now we are excited to hear the results.

The theme, ***Service to Others***, has been chosen to acknowledge the commitment of IODE members in serving their communities. We want to share those stories and celebrate, with pride, the commitment members across the country have to improving the lives of those in need.

Remember, one of the best ways to attract members and donations is to communicate what you do. Tell others about your projects and the impact that work has in your community. Don't forget to mention the people who do the work and the fun they are having working together. You could also add how everything done, large or small, makes positive change for others.

Word of mouth is the best tool IODE members have! By using this unique and organic means of marketing, you can attract new members and increase success, all while strengthening your connection with your existing community partners. Have a look in your chapter history, and be prepared to speak with others about the lasting symbols of IODE projects in your community. Did you know some common chapter projects were Cenotaphs, memorial parks, school libraries, hospitals, special hospital equipment or equipment to make waiting rooms more comfortable? Many chapters gave books as prizes and then having people with those books tell the current chapter members about their prize would provide an opportunity to celebrate IODE contribution to community. A former scholarship winner might speak at a chapter meeting and sharing that information with the public will help demonstrate what IODE does.

It is amazing the number of impactful projects IODE has accomplished in your community. Now use your testimonial to write a human-interest story, using both facts and emotional language to **tell the IODE story**, submit it to your local newspaper to share with your community. 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.

Share your sense of accomplishment and the pleasure you have in working together for your community.

Communications Officer, Renate Schuetz [iodeontariomember@gmail.com](mailto:iodeontariomember@gmail.com) is always available to help with your social media posts.

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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](http://www.IODE.ca)



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