



Business and
Professional
Women's
Foundation

NATIONAL BUSINESS WOMEN'S WEEK® October 17-21 2011

To honor the contributions of working women and employers who support working women and their families, Business and Professional Women's Foundation celebrates **National Business Women's Week® (NBWW)** during the third week of October.

NBWW offers a valuable opportunity to call attention to the ongoing needs of women in the workplace, facilitate discussions on the challenges working women face and how to create viable solutions, share information about successful workplace policies, draw attention to employers that are engaged in practices that support working women and raise awareness of the resources available for workingwomen in their communities.

This **NBWW** Activity Guide provides information, tips and tools for celebrating **NBWW** in your community.

Table of Contents

- I. History
- II. Suggested Activities
 - a. Women and Employer of the Year Awards
 - b. Workingwomen Day of Legislative Action
 - c. Women Joining Forces Programming
 - d. WOMENomics® Forums
 - e. Proclamations
- III. Media Tips
- IV. Talking Points
- V. Sample Materials
 - a. Proclamation
 - b. Press Releases

About BPW Foundation

Business and Professional Women's (BPW) Foundation is creating successful workplaces by focusing on issues that impact women, families and employers. *Successful Workplaces* are those that embrace and practice diversity, equity and work life balance. Through its groundbreaking research and unique role as a neutral convener of employers and employees, BPW Foundation strives to redefine today's workplace

www.bpwfoundation.org | www.youngwomenmisebehavin.org



I. HISTORY

The concept of **National Business Women's Week**[®] originated with Emma Dot Partridge, Executive Secretary of the National Federation of Business and Professional Women's Clubs from 1924 to 1927. The first annual observance of **NBWW** was held April 15-22, 1928, when National President Lena Madessin Phillips opened the week with a nationally broadcast speech. She stated that the purpose of the week was "to focus public attention upon a better business woman for a better business world." From this early effort, **NBWW** has grown into a nationwide salute to all working women.

The program for the first observance of **NBWW** included: *Legislative Day* devoted to national, state and local legislation of interest to women; *Education Day* devoted to emphasizing the need for equitable educational opportunities; *Club Rally Day* for prospective new members; *Community Day* honoring leaders in the community; and *Goodwill Day* devoted to working with other women's organizations.

In 1938, **NBWW** was moved to the third full week of October. U.S. President Herbert Hoover was the first president to issue a letter recognizing **NBWW** and the contributions and achievements of working women.

The celebration of **NBWW** has helped to promote leadership roles for women and to increase opportunities for their advancement professionally and personally.

II. ACTIVITIES

NBWW provides an opportunity to call attention to women entrepreneurs, facilitate discussions on the needs of working women, share information about successful workplace policies, and raise awareness of the resources available for working women in their communities.

a. Woman and Employer of the Year Awards

NBWW is a prime opportunity to offer recognition to women of achievement and employers that promote quality work policies for women and families in your community. An award presentation during a **NBWW** luncheon, dinner banquet or other special event is an excellent vehicle for calling attention to the outstanding contributions women make to business and their communities..

Organizing a Women and/or Employer of the Year Award

- Establish criteria for eligibility and selection. Award categories might include:
 - Outstanding career achievement
 - Outstanding advocacy efforts on behalf of workingwomen and families
 - Leadership in mentoring and assistance to other women in the advancement of their own careers
 - Outstanding guidance to youth and young career women
 - Outstanding community service



- Outstanding achievement in the development and training of female employees
 - Drawing significant attention to the issue of equal pay
 - Outstanding achievement in the recruitment of new female employees
 - Establishment of family friendly parental leave policies, flexible leave policies, dependent care support workplace policies
 - Leadership in the recruitment, retention and support of women veteran employees
 - Employer/employee established a successful workplace policy for women Leader in creating jobs for women in the green economy
- **Draft a letter to solicit nominations.** Send it to supporters, local businesses, community leaders and women's organizations.
 - **Plan your publicity and promotion.** Create a timeline that allows you sufficient time to publicize this event to the media and community. You can arrange to post a flyer in key community locations, such as the library, community center, bank lobbies, shopping malls, the post office and other areas with a lot of traffic. A display might also be posted in the lobby of the business designated as "Employer of the Year" or in the lobby of any corporate sponsors.
 - **Select a panel of judges.** Remember that the judges as well as the candidates can lend great credibility and dignity to the award.
 - **Send out a news release.** Send to the media naming the judges, their position in the community, the purpose of the award, and the dates of the event or announcement.
 - **Send a letter of recognition to the selected firm or woman.** Cite and commend their efforts on behalf of working women.

b. Workingwomen Day of Legislative Action

Encourage workingwomen advocates to use BPW Foundation's Advocacy Center to write policymakers and ask them to support policies and initiatives that promote equity for all workingwomen and successful workplaces for both employers and female employees. To learn more about the issues and federal bills BPW Foundation is tracking, and where to direct advocates to take legislative action, please visit

<http://www.congressweb.com/cweb2/index.cfm/siteid/BPW>.

c. Women Joining Forces® Programming

Educate your community on the successes and challenges of women veterans and the work that BPW Foundation is doing to assist them to transition successfully back to civilian life. For tools and programmatic ideas, please visit

www.womenjoiningforces.org

d. WOMENomics® Forums



Organizing a WOMENomics® forum is a great way to celebrate **NBWW**. WOMENomics® is a national community-based initiative that focuses on creating a dialogue about the most pressing issues facing working women, and how we can create successful workplaces and an empowered workforce for all women. The program aims to create a format that women nationwide can utilize to identify, discuss, and implement action oriented solutions to the challenges impacting the quality of their lives.

The forum is designed to be a venue where women can address and collaborate around the top issues facing them through a format of speakers, roundtable discussions and networking. If you decide to have a WOMEN omics® forum during **NBWW** there are a variety of ways to tie **NBWW** themes and goals into the event. For detailed information and event planning ideas on how to put together a WOMENomics® forum, please refer to the WOMENomics® manual found at www.bpwfoundation.org.

e. Proclamations

Upon request, your governor, mayor or city councilmember can issue a proclamation announcing **NBWW** in your state or local community. To obtain a proclamation send a letter describing **NBWW** and information on the person or organization making the request to the relevant public official(see sample proclamation).

III. MEDIA TIPS

Once you have decided on a **NBWW** event, it is important to inform the press of the upcoming activities. Below are some quick tips for dealing with the media. *For more detailed information and ideas about utilizing and working the media, please refer to the BPW Foundation Media Toolkit at www.bpwfoundation.org.*

Print Media

- Identify the reporters who cover women and/or business issues for your local newspapers. Remember no newspaper is too small.
- Send the reporters, their editors and the assignment editor advance notice of the activity you are sponsoring during **NBWW**.
- Follow-up with press releases announcing the event a week or two in advance.
- As a final follow-up, call the reporters directly a day or two in advance of the events to be sure she/he received notice and to personally invite her/him to attend the event.

Broadcast Media

- Check the television schedule to compile a list of TV or radio talk shows, news interviews shows and public affairs programs. Be sure to include cable and public television and radio in your list, as they can be valuable resources for publicity.



- Be sure to watch or listen to each program first so that you will be aware of its scope, format and program content.
- Email the show's producer to inform them of **NBWW**, and offer a guest for a program that week. Give as much advance notice as possible.
- Follow-up with a phone call to the producer. Refer to the letter and to discuss the possibility of appearing on the show.
- If you secure a booking, be sure your spokesperson is prepared for the interview. The spokesperson should know what specific message you want to deliver and state it clearly and briefly. If the TV show has a studio audience, ask if you can bring supporters to the taping.
- Send a thank you to the host. Stress availability for future shows or interviews, list topics you can address and promise to alert them to any future events with media significance.
- Always tape programs when your spokesperson appears as these can be used at meetings, fundraising events, or to critique for future appearances.

Press Kits

Develop a **NBWW** press kit. The press kit should include a press release, an **NBWW** fact sheet, and a background biography on the spokesperson. Email/mail the kit to those media representatives you contact, and have it on hand at major events to which the press is invited.

Public Service Announcements

Public service announcements (PSAs) are a great way to publicize **NBWW** to your community. Radio and television stations will give a certain amount of free air time to local organizations and activists promoting their cause. Contact your local station's Community Affairs or Public Affairs Director to find out the process for their station.

IV. TALKING POINTS

- To recognize the achievements of American working women, Business and Professional Women's Foundation celebrates **National Business Women's Week®** during the third week of October. Since 1928, **National Business Women's Week®** has honored the contributions of working women and employers who support working women.
- The third week in October marks **National Business Women's Week®**. Since its creation in 1928, NBWW recognized and honored the achievements of working women throughout history.
- The first annual observance of **National Business Women's Week®** was held April 15-22, 1928. The President of the National Federation of Business and Professional Women's Clubs Lena Madasin Phillips opened **National Business Women's Week®** with a nationally broadcast speech. She said the purpose of



the event was "to focus public attention upon a better business woman for a better business world."

- Presidents since Herbert Hoover have issued a **National Business Women's Week®** proclamation recognizing the contributions and achievements of working women. In addition, on the state and local level, governors and mayors often issue similar proclamations.
- BPW Foundation hosts, supports and encourages activities to promote the week. In recent years, roundtable discussions have been held with business leaders and policy makers on topics that range from family-friendly policies in small businesses to credit availability for women entrepreneurs.
- The celebration of **National Business Women's Week®** helps promote women business leaders and increases opportunities for women's advancement professionally and personally.



Business and
Professional
Women's
Foundation

Proclamation for

NATIONAL BUSINESS WOMEN'S WEEK®

WHEREAS, working women constitute 71 million of the nation's work force and strive to serve their communities, their states and their nation in professional, civic and cultural capacities;

WHEREAS, women-owned businesses account for 30% percent of all U.S. business, generating \$1.9 trillion in sales and employing \$9.2 million people.

WHEREAS, the major goals of Business and Professional Women's Foundation are to promote equality for all women and to help create better conditions for working women through the study of social, educational, economic and political problems; all of us are proud of their leadership in these many fields of endeavor;

WHEREAS, (something about the you and your organization can be added here)

Therefore, I, {name of mayor or leader}, Mayor of the City of {city name}, by the authority vested in me, do hereby proclaim {DATE},

NATIONAL BUSINESS WOMEN'S WEEK®

This event is sponsored by Business and Professional Women's Foundation. I urge all citizens in {city, state}, all civic and fraternal groups, all educational associations, all news media and other community organizations to join this salute to working women. Encourage and promote the celebration of the achievements of all business and professional women as they contribute daily to our economic, civic and cultural purposes.



Business and
Professional
Women's
Foundation

Sample News Release I

For Immediate Release
[DATE]

Contact: [NAME]
[PHONE NUMBER]
[E-MAIL]

Community Celebrates 2011 National Business Women's Week®

[CITY & State Abbreviation]- (NAME OF ORGANIZATION) and Business and Professional Women's Foundation announces that the annual National Business Women's Week™ (NBWW) will be held October 17-21, 2011. NBWW offers communities, companies and organizations an opportunity to celebrate the contributions of working women and companies that have made strides toward improving working women's lives in their communities.

(NAME OF ORGANIZATION) will host (INSERT EVENT, DATE AND LOCATION). (SHORT DESCRIPTION OF EVENT AND ITS PURPOSE). (ADD ANY OTHER EVENTS YOU HAVE PLANNED FOR THE WEEK).

“NBWW is a significant way to observe and raise awareness about women in businesses and women-owned businesses in (CITY),” said (ORGANIZATION SPOKESPERSON'S NAME).

Business and Professional Women's Foundation (BPW Foundation) works *with* women, employers and policymakers to create successful workplaces that practice and embrace diversity, equity and work-life balance. Through our groundbreaking research and our unique role as a neutral convener of employers and employees, BPW Foundation leads the way in developing and advocating for policies and programs that “work” for both women and businesses. BPW Foundation is a 501(c)(3) organization.

[Add information about your organization.]

##



Business and Professional Women's Foundation

Sample News Release II

For Immediate Release
[DATE]

Contact: [NAME]
[PHONE NUMBER]
[E-MAIL]

**(NAME OF ORGANIZATION) Names (RECIPIENT NAME)
2011 Woman of the Year**

[CITY , State Abbreviation] -(RECIPIENT NAME) will be honored as “Woman of the Year” during a special banquet on (DATE) during National Business Women's Week®, sponsored by (NAME OF ORGANIZATION). The banquet will be held at (TIME) in the (PLACE & ADDRESS).

(INSERT A 2-LINE PARAGRAPH DESCRIBING YOUR EVENT & LOCATION)

(RECIPIENT NAME) was selected by an outstanding panel of judges, which included (NAMES & TITLES).

(ORGANIZATION SPOKESPERSON'S NAME) will present (RECIPIENT NAME) with a plaque during the ceremony. (INSERT QUOTE ABOUT RECIPIENT)

This award presentation is one of several events planned during National Business Women's Week® by (NAME OF ORGANIZATION). Other activities scheduled for the week include: (INSERT LIST OF ACTIVITIES)

To recognize the achievements of American working women, Business and Professional Women’s Foundation celebrates National Business Women's Week® during the third week of October. Since 1928, National Business Women's Week® has honored the contributions of working women and employers who support working women and their families.

Business and Professional Women’s Foundation (BPW Foundation) works with women, employers and policymakers to create successful workplaces that practice and embrace diversity, equity and work-life balance. Through our groundbreaking research and our unique role as a neutral convener of employers and employees, BPW Foundation leads the way in developing and advocating for polices and programs that “work” for both women and businesses. BPW Foundation is a 501(c)(3) organization.

[Add information about your group.]

##



Business and
Professional
Women's
Foundation

Sample News Release III

For Immediate Release
[DATE]

Contact: [NAME]
[PHONE NUMBER]
[E-MAIL]

(NAME OF ORGANIZATION) Honors (COMPANY NAME) as 2011 Outstanding Employer

[CITY, State Abbreviation] –In recognition of National Business Women's Week®, (NAME OF ORGANIZATION) recognizes (COMPANY NAME) as "Employer of the Year."

(COMPANY NAME) was cited as a state leader in promoting and protecting the rights of working women because of (INSERT INFORMATION ABOUT COMPANY'S INNOVATIVE WORK POLICIES).

In a letter to (COMPANY NAME)'s president, (NAME OF ORGANIZATION) noted the company's "progressive and supportive policies on behalf of its women employees."

To recognize the achievements of American working women, Business and Professional Women's Foundation celebrates National Business Women's Week® during the third week of October. Since 1928, National Business Women's Week® has honored the contributions of working women and employers who support working women and their families.

Business and Professional Women's Foundation (BPW Foundation) works with women, employers and policymakers to create successful workplaces that practice and embrace diversity, equity and work-life balance. Through our groundbreaking research and our unique role as a neutral convener of employers and employees, BPW Foundation leads the way in developing and advocating for polices and programs that "work" for both women and businesses. BPW Foundation is a 501(c)(3) organization.

[Add information about your organization.]

##