**Collegiate Toolkit: Blog Copy**

Thank you for your interest in promoting Society of Women Engineers (SWE) membership and renewals to your peers. We hope that your enthusiasm about SWE and all the Society’s member benefits will be contagious!

Please find below sample blog copy that you can use to promote SWE on your section’s blog or website, or on your own personal blog. We encourage you to use SWE shareable graphics within your post - they can be downloaded at membership.swe.org.

Feel free to share the blog post in its entirety, or choose copy that is most important to you, and put your own unique spin on it.

**Title:** A Community of Support for Women Pursuing Engineering and Technology

**Subtitle:** The Society of Women Engineers (SWE) brings learning, networking and advancement opportunities to women studying engineering.

Women in engineering face unique challenges - challenges that students studying engineering already start to see in the classroom. Raise your hand if you’re the only female student in your engineering class!

As we prepare for an exciting career in engineering, it is important to arm ourselves with tools to help us become the best engineer we can be. The members of [INSERT SECTION NAME] have found a unique community of like-minded women in engineering in a society that is 42,000+ strong.

Only 13 percent of practicing engineers are women, and groups like [SWE](https://swe.org/) play an important role in giving women, and others underrepresented within the STEM profession, a means of connecting with like-minded peers and developing strategies and solutions to advance in their personal lives and careers.

As students, SWE is a place we can go to find mentors. It’s a place we can go to make new friends and build our networks. And, it’s a place where we can learn strategies to put our best foot forward as we jump into our future careers in engineering.

SWE offers a variety of unique member benefits to assist members at any stage of their journey.

[SWE Scholarships](https://swe.org/scholarships/) provide funding and support to women pursuing engineering. In 2019, SWE disbursed more than 250 scholarships valued at more than $810,000. [Visit the SWE scholarships page](https://swe.org/scholarships/) to learn more about applying for a scholarship and the different scholarships available.

[SWE’s Career Center](https://careers.swe.org/) features hundreds of job openings each month from some of the largest engineering and technology organizations across the globe.

The [Advance Learning Center](https://advancelearning.swe.org/Pages/Catalog/TitleCatalog.aspx) features hundreds of webinars and e-Learning courses covering topics of importance to women in engineering. Many of these will help you as you embark on a career in engineering, like [Modern Networking in the Social Age](https://advancelearning.swe.org/pages/MyProfile_CourseDetails.aspx?source=catalog&contentid=9a792fb1-0008-4986-8408-b952f4ea1c8c), or the [Job Seeking for Engineers Series](https://advancelearning.swe.org/pages/MyProfile_CourseDetails.aspx?source=catalog&contentid=c7552a9e-166f-4c08-a5e8-60963bfd8271).

SWE’s Annual Conference and WE Local Conferences are also a great opportunity for learning and development. Offering networking, education and professional development, the Annual Conference attracts more than 16,000 women in engineering and technology from across the globe. This year, SWE’s Annual Conference, [WE20](https://we20.swe.org/), will be in New Orleans, Louisiana November 5-7, 2020. The conference will feature a large career fair with more than 300 engineering and technology organizations recruiting right onsite. It’s a great place to find your next internship or job.

[INSERT MORE INFORMATION ABOUT SECTION INVOLVEMENT IN THE ANNUAL CONFERENCE IF APPLICABLE.]

[WE Local](https://welocal.swe.org/) is a localized version of the annual conference and career fair held in seven cities across the U.S., India and Europe. Our local section also hosts meetups and other events to connect with local women in engineering and give back to the community. [INSERT MORE INFORMATION ABOUT SECTION MEETINGS OR EVENTS HOSTED OVER THE PAST YEAR]

SWE also offers learning opportunities in the form of online and print content:

* The organization publishes an award-winning magazine, [*SWE Magazine*](https://swe.org/about-swe/swe-magazine/), covering the engineering industry and topics of importance to women engineers.
* [*All Together*](https://alltogether.swe.org/) is SWE’s digital news platform. Not only can you find digital SWE Magazine articles here, but coverage of other SWE members and important society news.
* SWE’s [podcast channel, *Diverse*](https://soundcloud.com/swepodcasts), is another great collection of content featuring stories from incredible women in engineering and opinions on topics that are most affecting women in engineering today.
* [SWE’s research site](https://research.swe.org/) features all the latest research on women in engineering and technology, and is often useful as a reference.

[SWE’s Award](https://swe.org/awards/) program is a notable opportunity for movers and shakers in the engineering industry. The program recognizes women engineers and technologists every year at a variety of levels. Consider nominating someone for the Outstanding Collegiate Member Award when the award window opens. This will look great on a resume!

SWE is an organization supporting women in engineering, but the non-profit has taken that a step deeper, recognizing that identities and a need for resources go beyond gender. SWE’s Affinity Groups are small groups within the organization where individuals share a common element of diversity and work collaboratively together. SWE has Affinity Groups for African Americans, Latinos, Native Americans, Asian Connections LGBTQ and Allies, Global Women Engineers, Small Business Women Engineers, Women in Government, Entrepreneurs, and Senior Member Engagement. [Learn more about each group and request to join a group you identify with here](https://support.swe.org/support/solutions/articles/35000111481-how-to-access-swe-affinity-groups).

One of the many reasons that SWE members continue their journey with the organization is not just the connections they are able to make with other women engineers, but the personal skills they are able to gain as a member. SWE members attribute the organization as a catalyst in their growth and leadership development. Members of SWE have a unique advantage to practice leadership skills outside of the workplace in a non-threatening environment through holding leadership positions at the local and global level. These opportunities prepare you for experiences you will face in your careers and give you the confidence to approach leadership roles earlier than you may have otherwise.

Through SWE membership, you can meet lifelong friends, connect with mentors and launch your career while being connected to the world’s largest network of women in engineering and their allies. Visit membership.swe.org to explore more about SWE and join or renew today!