

BRANDING TUNE-UP

UTILIZING NEW TOOLS TO BUILD YOUR CLUB'S BRAND

WORKSHOPS

Name of Project:

Workshop Session 4 – Sunday, August 20 at 1PM

Presented by:

Brittney Knox-Mensah



TODAY'S AGENDA

1. Introduction
2. Icebreaker Activity
3. Workshop Begins

On YOUR MARKS, GET SET....GO!

INTRODUCTION

NAME: Brittney Knox-Mensah

BIRTHPLACE: Birmingham, AL

PREVIOUS JOB ROLE: Hospital Marketing Manager

WHY CIVITIAN: I started back in April 2023 and wanted to work in the nonprofit sector. I was moved to join because of the mission to serve those with I/DD.

FUN FACT: I traveled to Ghana, West Africa on a mission trip – that's also how I met my husband!



ICEBREAKER ACTIVITY

WHO IS IN THE ROOM?

- Who traveled the farthest?
- Who has the next birthday?
- Who has been a Civitan the longest?
- Group Decides – Who took the coolest summer trip?

Talk about
this with your
group for 5-10
minutes.



TODAY'S AGENDA

Workshop Agenda

- Components of a Brand
- Tagline vs. Slogan
- Keeping Messages Aligned
- Customized Websites & Logos Available
 - Websites
 - Logos
- Activity – Let's Do an Example!
- Summary
- THANK YOU!

COMPONENTS OF A BRAND

ACTIVITY

- Name
- Logo
- Color schemes
- Purpose
- Mission
- Values
- Messaging



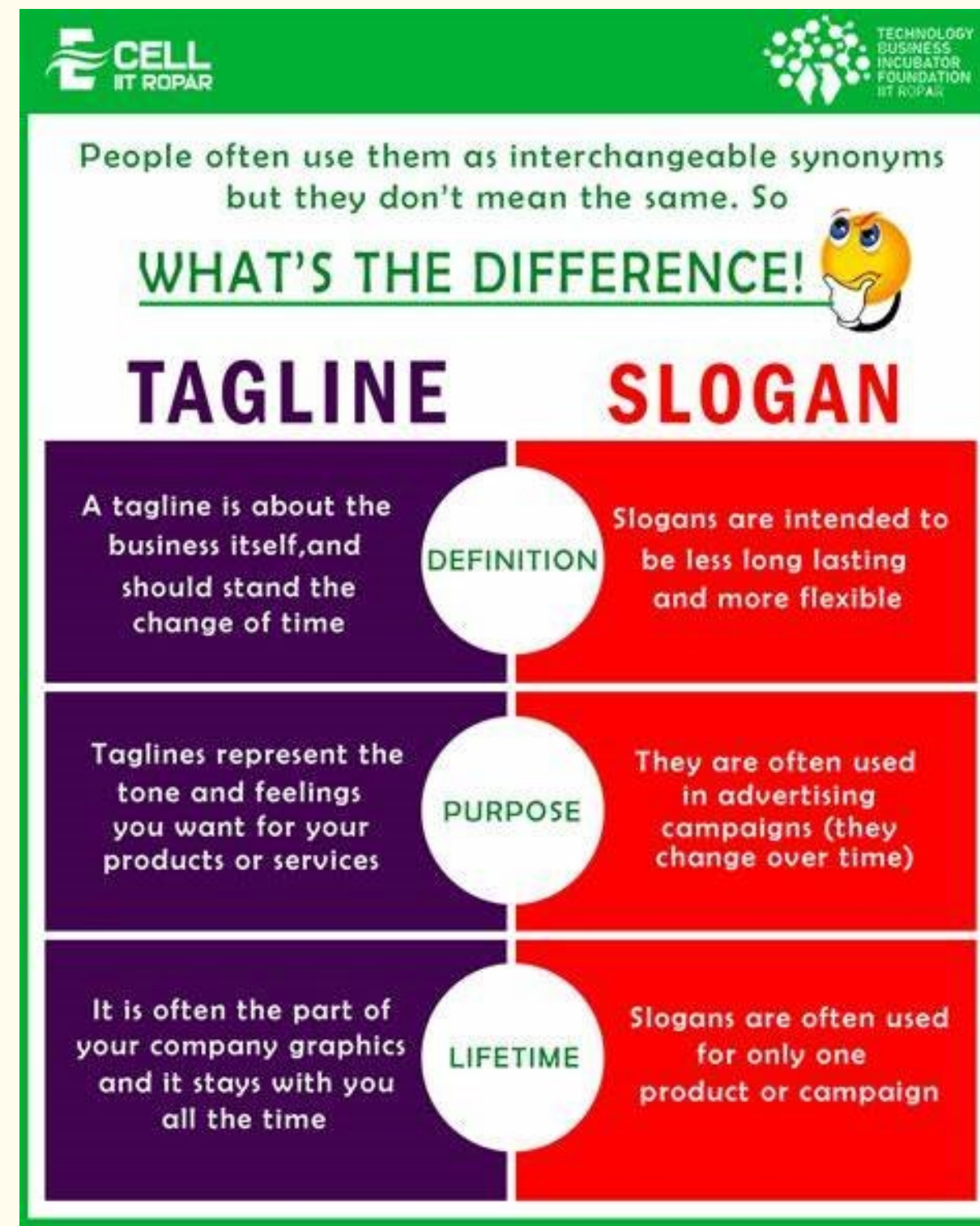
COMPONENTS OF CIVITAN'S BRAND

- **Name** – Civitan International
- **Logo** – Seal with the C
- **Color schemes** – Blue & Yellow
- **Purpose or Vision** – A global community where people of all abilities and talents make the world a better place.
- **Mission** - The worldwide mission of Civitan International is to build good citizenship by providing a volunteer organization of clubs dedicated to serving individual and community needs, with an emphasis on helping people with developmental disabilities.
- **Values** – SERVICE | INCLUSION | RESPECT | FELLOWSHIP | COURAGE & LEADERSHIP
- **Messaging** – Recent campaign is “Champions of Service”



TAGLINE VS. SLOGAN

Champions of Service



KEEPING MESSAGES ALIGNED

Tips & Reminders:

- Have three to five key messages.
- Keep messages succinct and simple.
- Remember “bridging” – don’t be steered away from your message.
- Have a message that sticks, has personal impact.



TOOLS FOR YOUR CLUB



Logos & Websites

CUSTOMIZED WEBSITES & LOGOS

Why it matters?

- Both help branding for local clubs
- Websites help potential members find you in search results
- Custom logos can be used on printed materials for name recognition in local communities
- Logos and websites with CI help ensure brand consistency throughout our organization vs. locally made websites or logos



CUSTOMIZED LOGOS



CIVITAN
INTERNATIONAL
Rock Hill Civitan Club



CUSTOMIZED WEBSITES



CUSTOMIZED WEBSITES

LET'S DO AN EXAMPLE - ACTIVITY

Request online at:

www.civitan.org/club-page-request-form/



Any Questions?





THANK YOU for participating!

Good work, team. Here's to more
improved practices for future projects.

