



Recruitment Preparation Workshop (RPW) 3

LIVING YOUR BRAND

This workshop is designed to help members identify and solidify their chapter's unique brand. Members can articulate and reflect on this brand throughout the year.

The vp: membership and/or the director of public relations are responsible for facilitating this workshop. This workshop is recommended to be facilitated after the Purpose and Strategy workshop. This workshop requires members to view a video.

Review this checklist at least **one week** before your workshop.

- Review the facilitation guide for the Living Your Brand workshop
- Ensure setup will allow for a video to be played during the workshop
- Purchase and/or locate *large* Post-it notes/flipchart paper
 - *Amazon has 30 pages for \$40; most workshops will require flip chart paper*
 - *You will need 4 pages for the Branding workshop*
- Print a copy of the Articulating Your Brand worksheet (further down in the document) for each member
- Print a copy of the Living Your Brand worksheet (further down in the document) for each member
- Assign members to small groups
- Provide pens or writing utensils
 - *Consider reminding members to bring their own*
- Prepare any background music that can be played during times of reflection
- Download the RPW 3 PowerPoint in the DG library

Curriculum Key

To better understand how to read the curriculum, take note of the following notations:

X/XX	Denotes the time. The first X is the number of minutes this section takes. The second set of numbers is at the conclusion of this section, how many minutes you are into the session.
WS	Indicates worksheet/handout needed
<i>Italics</i>	Marks curriculum you should tell/ask the participants
Plain text	Indicates instructions for you as the facilitator
Fac Note	Highlights special instructions for the facilitator
Video	Indicates a video is associated with this part of the curriculum.

BRANDING

Room Set-Up/Supplies:

- Space for your assigned small groups to sit together
- 4 large sheets of flipchart paper

To do prior to workshop:

- Assign members to small groups of 8-12.
- Print out one copy of the Articulating Your Brand worksheet (further down in this document) for each member.
- Print out one copy of the Living Your Brand worksheet (further down in this document) for each member.

Learning Outcomes:

- To describe the purpose of developing a brand
- To explore your chapter's brand
- To articulate your chapter's brand to others
- To understand that your chapter's brand is a reflection of the things you do all year round

10/10	Introduction to Branding
	<p>Share that we are now going to spend some time talking through a topic that is vital to truly showcasing your chapter to others – articulating your brand.</p> <p>Ask a few participants for their response to the following question: <i>What is a brand?</i></p> <p>If not mentioned, share the following:</p> <ul style="list-style-type: none">• <i>A brand is not simply a logo! A brand showcases the 'personality' of your organization.</i>• <i>A brand is a promise. It is the tangible (services) and intangible (feelings) aspects of an organization.</i>• <i>Brands are influenced by individuals that have nothing to do with the organization. What you believe your brand's promise to be does not always matter if others perceive it differently.</i> <p>Ask the following question: <i>Who can share some examples of companies that have a strong brand? How do they accomplish this?</i></p> <p>Explain that the ability to create and articulate your brand is crucial to attracting others to Delta Gamma.</p>

	<p>Share that throughout the rest of this session members will practice articulating your chapter's brand to others and reflect on how their message can be enhanced to best tell Delta Gamma's story.</p> <p>Share the following: <i>To give us a bit of inspiration, we are going to view the Delta Gamma Brand Anthem.</i></p> <p>Play video: https://vimeo.com/430502244</p>
20/30	<p>DG Life Map</p>
	<p>Pass out the DG Life Map Worksheet (found further in this document) to every member.</p> <p><i>It is important to be able to share your experience as part of who you are. In the next RPW we will be discussing storytelling, but today we want to focus on your experiences in Delta Gamma and how that makes you who you are. So, if you are comfortable, please close your eyes.</i></p> <p>Fac Note: After each question below, allow time for a pause so that members can reflect and think of an answer.</p> <p><i>When you think about your Delta Gamma experience, what major events stick out to you? How did these events make you feel? Why are these events/experiences that you remember? Did it happen at the beginning of your Delta Gamma experience or towards the time of you preparing to embark on the alumnae journey? Please open your eyes.</i></p> <p><i>I am hoping each of you thought of several different experiences that defined your Delta Gamma experience. Members of EVC have passed out a map to each of you. On this map, you will complete each box with an experience or event that has been significant in your Delta Gamma journey. This activity helps you understand your Delta Gamma brand and the experiences that helped create it. We don't want you to feel pressured to fill the whole thing out or write experiences you do not mean. This map is individual with no judgment. Some of you will have more experiences than others, so please fill out the squares with the experiences/events that defined your experience and feel free to add more squares if needed. Please take about 10 minutes to do so.</i></p>

	<p><i>After you have filled out your map, place the emotions or actions you associate with that experience. How did that experience make you feel? Please take a few minutes to do this.</i></p> <p><i>When reflecting on our experience, we are able to see common trends and key words that summarize our experience. In your small groups and looking at your maps, what are some words that come to mind that help define your Delta Gamma experience? As a group, come up with five.</i></p> <p>Have each group share the five words that they came up with and write them down so the chapter can see. Circle ones that are the same.</p> <p><i>As you can see, all of our experiences are different and are significant to each of us, but overall, we have trends that summarize our group experiences. These are words that our chapter is seen by and ones that resonate with each of us.</i></p>
	Choose Your Next Section–Either Reflecting on your Chapter’s Brand <u>OR</u> Describing Your Chapter and You
15/35	Option 1: Reflecting on your Chapter’s Brand
	<p>Ask each member to take some time to complete the Articulating Your Brand Worksheet (found further in this document). Share that this worksheet should be completed on their own, not as a small group.</p> <p>After seven to eight minutes, ask each member to briefly share within their small group which question they found easiest to answer and which question was the most difficult to answer. If time permits, ask a few small groups to share what they discussed.</p>
15/35	Option 2: Describing Your Chapter and You
	<p><i>When thinking about our brand and who we are, who our chapter is, we have to reflect. Reflection is important because it means we are understanding who we are, our values and skills, and it helps us accelerate our personal development. Individually, we want you to write down 20 words or short phrases that describe our chapter. You have 8-10 minutes.</i></p> <p><i>Now this may have felt hard or vague. We did that intentionally. We wanted to make you deep dive into your chapter, your experiences, to find words that make you think of the chapter.</i></p>

	<p><i>Join your pre-assigned groups and take the next few minutes to share at three of the words you came up with.</i></p> <p><i>After groups look like they have wrapped up sharing, ask: What words did you all come up with? Were there any words someone said you did not think of? Was there a word that stood out to your group and was repeated often? Take 5 to 7 answers. Why do you think we did this exercise?</i></p> <p><i>If not already mentioned: This exercise shows the diverse opinions and views in our chapter. Based on our experiences, we all see our chapter in similar and different ways. Our chapter provides support, and an inviting environment for each of us to grow and strengthen our skills. Knowing how we and other members view our chapter can help us communicate better with PNMs about what they could potentially experience in our chapter.</i></p> <p><i>Now, we have to know about ourselves. Sometimes it can be hard to understand our value and skills and what we bring to the table. It is important to reflect and see who we are and our contributions. You are all members because Delta Gamma saw not only values but the positive impact you would and have made in our chapter and on our organization. While we won't share these out loud, we want this to be something for you to look back on, your skills, and who you are. Take the time now to write down 20 words or phrases that describe yourself.</i></p> <p><i>After a few minutes, ask: Now, I want you to reflect on what the person next to you brings to the chapter? What skills do they have that make the chapter better? We are going to start with the group leader, who is going to turn to the person to their right, look them in the eye, and tell them the quality or skill that they love/that contributes to the chapter. And then go around the room until everyone has had the chance to share.</i></p> <p><i>Once groups have finished, wrap this section up by saying: Some of us may have similar skills, some may be unique to a certain member, but none are more important than the other. We are all individuals who make up an equal part of the whole. This chapter could not be the same without each of you and the energy, skills, and contributions you bring. You are all valued members.</i></p>
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20/55	Social Media Marketing
	<p><i>Social Media has become one of the biggest ways to market Delta Gamma to PNMs and show our brand. Today we are going to evaluate and focus on what our social media says about us and how it aligns to our values.</i></p> <p><i>Let's look at our chapter's Instagram. In our groups, find at least 3 posts that align with one of our four values.</i></p> <ol style="list-style-type: none"> <i>1. High Ideals of Friendship</i> <i>2. Educational and Cultural Interests</i> <i>3. Social Responsibility</i> <i>4. Qualities of Character</i> <p>After each group has found them, ask each group to share one of the posts that align with our values. Fac Note: You can pull up Instagram on your laptop so the whole chapter can see each post.</p> <p>Ask the chapter to hold up their hand with the number of the value they saw represented the most. (ex. One finger for high ideals of friendship or four fingers for qualities of character). Ask the chapter to hold up their hand with the number of the value they saw represented the least.</p> <p><i>How can we show a wide range of our values on our DG and personal social media? Allow 2-4 responses. If not mentioned, we can add more photos to our Photo Circle/Google drive that represent these values!</i></p> <p>Optional Attendance: <i>Take 5 minutes and upload a photo that represents one of our values. Please in the comment of the upload, put your name and the value you are presenting.</i></p> <p><i>Where can we get inspiration for our social media? We are going to pick another Delta Gamma chapter, a chapter whose social media we really like. Fac Note: You can select a chapter or ask your chapter for suggestions.</i></p> <p>Pull up their social media and display it on a shared screen or ask members to pull it up on their phones. Ask members to say why they like their social media. What values are they seeing represented? Allow for 2 to 4 answers. Fac Note: We are not trying to copy another chapter, we are learning how other chapters represent their own chapter values.</p>

	<p><i>It is clear this DG chapter is confident in who they are and represent their chapter values well. We have seen how our social media represents Delta Gamma values, but how does it represent our own values? What can we do to show our true authentic sisterhood and chapter values on our social media? Ask 3-4 participants to answer. Thank participants for sharing.</i></p>
10/60	<p>Living Your Brand: Part One</p>
	<p>Explain that earlier in the workshop we practiced articulating our chapter's brand. We focused on what makes our chapter stand out and the actions that embody what our organization stands for. Explain that accurately articulating your brand is an important aspect of communicating an organization's values. However, we must ensure that our actions and behaviors match the brand we would like to share with others.</p> <p>Explain that an organization's image is determined by its actions, behaviors and relationships. While a chapter may try to portray its image through advertising such as slogans/taglines, T-shirts, posters, or even through articulating its brand, this is not how an organization is viewed if its behaviors do not align with its brand and purpose.</p> <p>Ask the following question: <i>Can anyone think of a real-world example of how advertising cannot overcome behavior?</i></p> <p>If members cannot think of an example, share Lance Armstrong as an example. Lance Armstrong created the Livestrong Foundation. However, after Lance's doping scandal the donations to the Foundation dropped 35%. Lance's connection with the Foundation impacted donors' image of the Foundation and thus where they chose to contribute their dollars. No amount of advertising could overcome his actions. After Lance's action, the Foundation attempted to distance itself from Lance by changing its name from the Lance Armstrong Foundation to the Livestrong Foundation.</p> <p>Other examples include the BP oil spill or the Fyre Festival.</p>
25/85	<p>Living Your Brand: Part Two</p>
	<p>Explain that earlier everyone likely articulated what your chapter's brand looks like on the best days – on the days that all members of the chapter are brought into the mission of the organization and are living out Delta Gamma's values.</p>

	<p>Share that for this next activity, we will start to explore the realities of our chapter's brand and discuss the times when the chapter is not in alignment with the brand or the message you crafted in your elevator speech.</p> <p>Ask the following question: <i>What types of things influence how others view our brand?</i></p> <p>If not mentioned, share the following:</p> <ul style="list-style-type: none"> • The types of events the chapter hosts • The types of events the chapter participants in • Chapter behaviors • Individual behaviors • How we speak about our own chapter/sisters • How we speak about other chapters or organizations • The clothing items we create for our events • What our chapter chooses to showcase on social media outlets <p>Ensure each member has a copy of the Living Your Brand worksheet. Share the following message: <i>Successfully living our brand means ensuring that each of the ways we present ourselves and our chapter to the outside community is demonstrated in every action. In your small groups you will be brainstorming all the ways in which our chapter exhibits the aspects of Article II and the ways in which our actions do not align. When completing this worksheet, think of the variety of things we just brainstormed that can influence how people perceive your brand.</i></p> <p>Give participants 10 minutes to complete the worksheet in their small groups. Once all the time is up, ask the groups to share out what they brainstormed in each category. As groups are sharing out, record their responses on flip chart paper. After the chapter has come up with a comprehensive list, move to the next section.</p>
10/90	Moving Forward
	<p>Debrief the activity by asking the following questions:</p> <ul style="list-style-type: none"> • <i>Why is it important to try to reduce the number of items in the 'does not exemplify' column?</i> • <i>What can we as a chapter start doing today ensure we are living our brand to the best of our ability?</i>

	<ul style="list-style-type: none">• <i>What can you, as an individual, start doing today to ensure you are living our brand to the best of your ability?</i> <p>Conclude the workshop with the following sentiment: <i>“Our brand reflects the things we do, individually and as a chapter, all year round. Our brand is comprised by the things we do and how we make others feel. Our brand is only as strong as our collective actions and words. Moving forward, it is important that each member of the chapter works to ensure our lives brand aligns with our chapter’s articulated brand!”</i></p>
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Articulating Your Brand Worksheet

Circle or write your own.

Three words that describe my chapter are:

authentic driven timeless
supportive confident purposeful
empowering impactful unstoppable

I picked those words because:

When people interact with Delta Gamma, I hope they feel...

This is what my organization is doing to ensure people feel this way:

This is how I know it is working:

What is my organization particularly good at?

We share this with others by:

Potential new members interested in joining a sorority on campus are looking for:

This is how my organization provides what potential new members are looking for:

This is how my organization articulates that we provide what potential new members are looking for:

My chapter sets itself apart from other organizations on campus by:

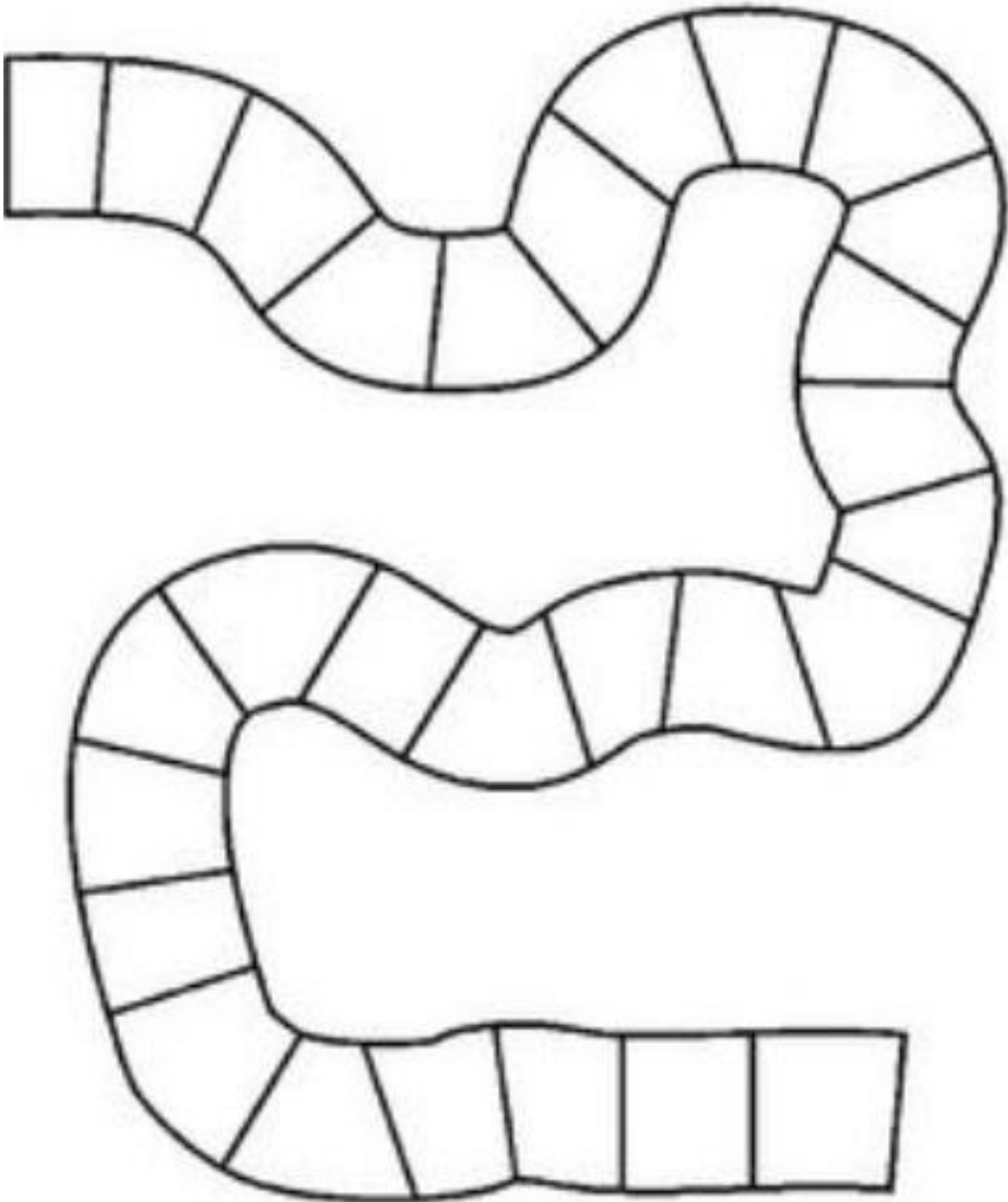
This is how we articulate that to others:

What are members of my chapter doing or saying that contradicts our brand?

How could these actions cause others to misinterpret our brand?

In order to best align with our brand, we must...

DG Life Map



Living Your Brand Worksheet

Friendship

Exemplifies the Brand	Does not Exemplify the Brand

Education and Cultural Interests

Exemplifies the Brand	Does not Exemplify the Brand

Social Responsibility

Exemplifies the Brand	Does not Exemplify the Brand

Character

Exemplifies the Brand	Does not Exemplify the Brand