

Recruitment Preparation Workshop (RPW) 3

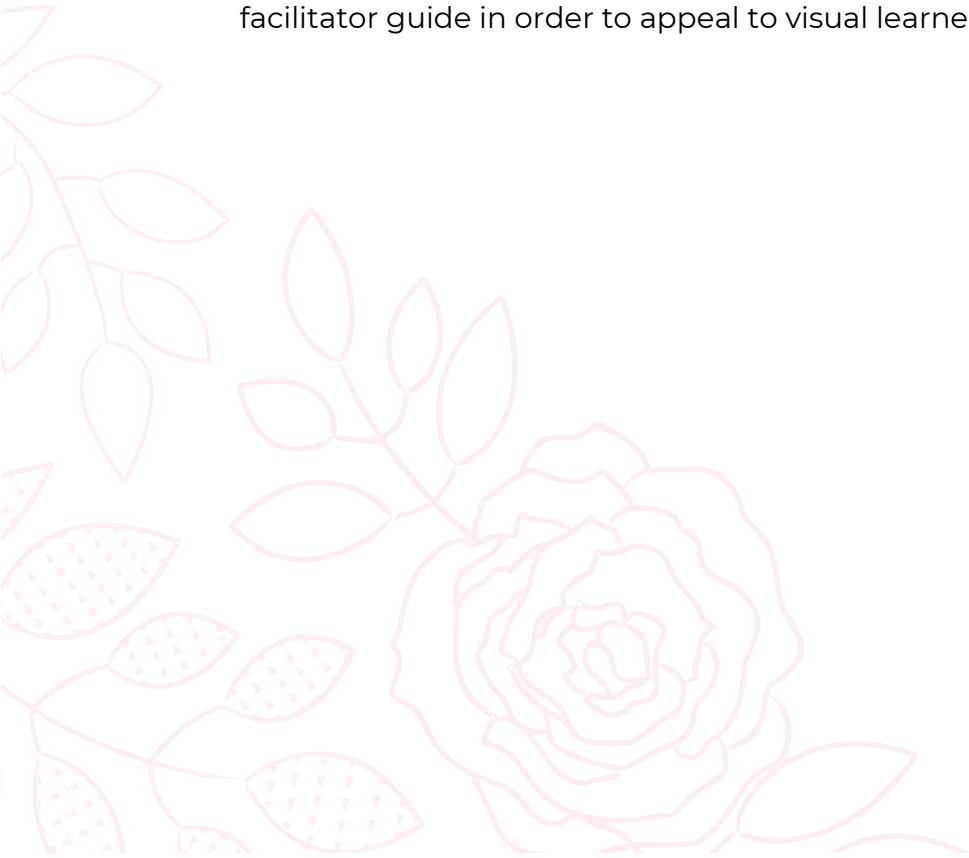
LIVING YOUR BRAND

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

The vp: membership and/or the director of public relations are responsible for the facilitation of this workshop. This workshop is recommended to be facilitated after the Purpose and Strategy workshop.

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

- ☐ Review the facilitation guide for the Branding workshop
- ☐ Purchase and/or locate *large* post-it notes/flip chart 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 for each member
- ☐ Print a copy of the Living Your Brand worksheet for each member
- ☐ Assign members to small groups
- ☐ Provide pens or writing utensils
 - Consider reminding members to bring their own
- ☐ Consider creating an optional PowerPoint slide with the information in the facilitator guide in order to appeal to visual learners



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 for each member.
- Print out one copy of the Living Your Brand worksheet 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	<p>Introduction to Branding</p> <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 for 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. Share that throughout the rest of this</p>
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	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.
10/20	<p>Elevator Pitch: Part One</p> <p>By show of hands, ask the group who has heard of the term 'elevator pitch.' Assuming most members raise their hands, briefly mention that during this next activity each member will have a chance to write a 30 second elevator pitch that provides a clear, brief message about Delta Gamma. The speech should articulate how others could benefit from being a member of the chapter.</p> <p>Give participants two to three minutes to craft their speech. Once most participants are finished crafting their speech, ask them to form small groups of three to four within their small group. After the groups are formed, instruct participants to give their pitch to their group members.</p> <p>After all members have finished their elevator pitches, debrief by asking the following questions and allowing a few members to share their responses with the large group:</p> <ul style="list-style-type: none"> • <i>How did you decide what to include in your pitch?</i> • <i>What about our chapter was particularly easy to articulate? Why?</i> • <i>What about our chapter was more difficult to articulate? Why?</i> <p>Explain that for many people, it is difficult to articulate everything they want to convey about their organization in only 30 seconds. More than likely it was difficult for members to articulate intangible benefits of being a member of the chapter, the feelings and experiences gained by being associated with Delta Gamma. Share that you will now go through a series of reflection questions to assist participants in expressing the unique benefit being a member of Delta Gamma can have on others.</p>
15/35	<p>Reflecting on your Chapter's Brand</p> <p>Ask each member to take some time to complete the Articulating Your Brand Worksheet. 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 out what they discussed.</p>
10/45	Elevator Pitch: Part Two

	<p>Ask members if their elevator pitch would sound different now after reflecting on these questions. Share that everyone will now get a chance to craft a new and improved elevator pitch.</p> <p>Share that everyone will have two to three minutes to create a draft of their new elevator pitch on their worksheet. Once members are finished, they should reconvene in their original groups of three to four from their earlier speeches. Participants should provide feedback to their group members, specifically around the differences in the first and second pitch.</p> <p>After all participants have finished their speeches, debrief by asking the following questions and allowing a few participants to share their responses:</p> <ul style="list-style-type: none"> • <i>Did you notice any differences between the first and second pitch? What were they?</i> • <i>Would the first or second elevator pitch get you more excited to learn about Delta Gamma? Why?</i> • <i>Was it easier to craft your speech the second time around? Why?</i> • <i>How will you ensure your brand is accurately incorporated and articulated when seeking new members for our chapter?</i> <p>If not already shared, mention the following points:</p> <ul style="list-style-type: none"> • The second speeches likely included more detail and were easier to craft. This is a result of the intentional reflection. It takes a tremendous amount of thought and intention to develop your brand and ensure you are staying consistent with the message. • Assuring your organization's brand is consistent through all aspects of what you do (marketing, how you spend your time, the events you host or sponsor, your members behavior, etc.) is an important way to ensure the people outside of your organization understand your brand in the same way you do. If your actions and behaviors differ from your elevator speech, your organization may not be known for the brand you hope.
10/55	<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:</p> <ul style="list-style-type: none"> • <i>Can anyone think of a real-world example of how advertising cannot overcome behavior?</i> <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: BP oil spill or the Fyre Festival</p>
25/80	<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 bought in to the mission of the organization and are living out Delta Gamma's values. 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

	<ul style="list-style-type: none"> • 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.</p> <p>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.</p> <p>After the chapter has come up with a comprehensive list, move to the next section.</p>
10/90	<p>Moving Forward</p> <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> • <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: 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 work to ensure our lived brand aligns with our chapter's articulated brand!</p>

Recruitment Preparation Workshop (RPW): **BRANDING**
Articulating Your Brand Worksheet

Elevator Pitch

Three words that describe my chapter are:

- 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...

Elevator Pitch (Take 2)



Recruitment Preparation Workshop (RPW): **BRANDING**
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



Delta Gamma
1873

Social Responsibility

Exemplifies the Brand	Does not Exemplify the Brand

Character

Exemplifies the Brand	Does not Exemplify the Brand