



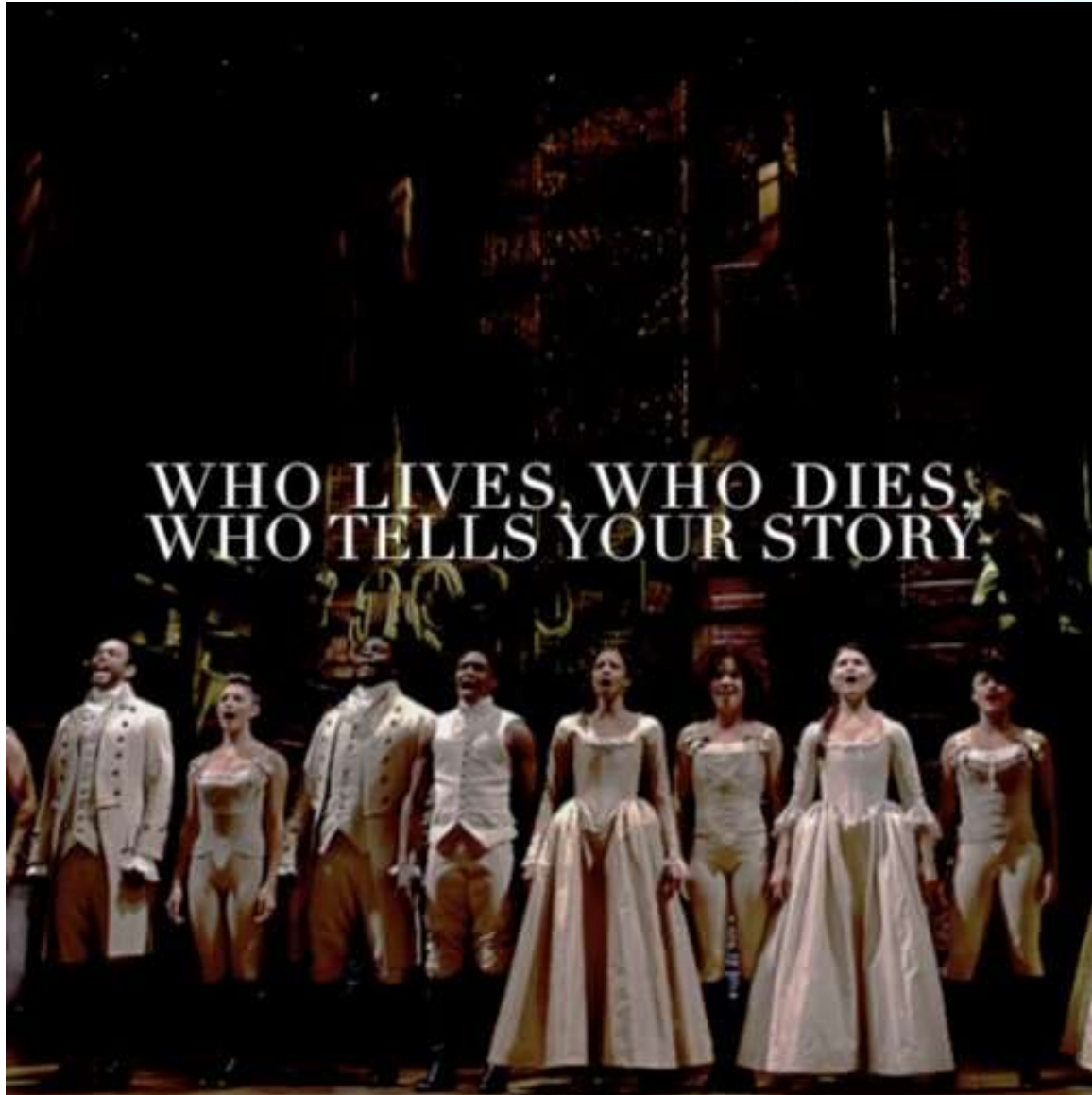
Brand Building: How Do Your Members Represent Your Org?

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WHO LIVES, WHO DIES,
WHO TELLS YOUR STORY



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Why are members important?

- Pay dues
- Attend programs
- Increase numbers
- Are potential e-board members
- They add into and tell your org's story
- Future alumni donors





Word Cloud

**What are some words that
come to mind when you
think about your members?**

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 Short Answer

**What do you want your
members to gain from your
club/org?**

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Legacy

- Something that happened in the past or that comes from someone in the past

What is your org/club known for? What do you want it to be known for?

 Short Answer

What is the legacy you want your club/org to have? How do you want your members to represent your org/club?

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FINAL THOUGHTS?

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