

Key Messaging

How to Talk about Women of Today

The good news is Women of Today supports a broad base of programming to offer something for everyone. The bad news is that can make it difficult to summarize when someone poses the question at a membership event or during a phone call. So, how do you talk about Women of Today? "Key Messaging" can help serve as a framework to communicate the mission of the Women of Today.

Step 1:

Consider the following questions and come up with 3-5 answers for each one.

What makes your chapter different from other community organizations?

If you are unsure, consider Women of Today programming. Chances are you have not been a member of another organization that promotes the combination of community service, professional and personal growth in addition to fellowship. List your favorite chapter projects or programming areas. Like most members, there will probably be great variety. Could you get that anywhere else?

Who are your community partners?

Does your chapter do a project in conjunction with another volunteer group? Does your chapter support the local school district with fundraising? Does your chapter adopt a family from a homeless shelter or social service agency? Does your chapter adopt a highway or park? Does your chapter do an annual project every year as part of the city calendar?

What do you like best about your chapter?

The answers should be personal and reflect your own experiences within your chapter.

Step 2:

Review your lists under each question. Select your #1 under each area. If you have just jotted down a word or two, put them in a sentence that includes the question.

Example: *"Women of Today is a civic organization promoting community service, personal enrichment and leadership development skills."*

Example: *"Women of Today partners with area non-profits like the March of Dimes, American Cancer Society, Breaking Free, and True Friends (formerly Friendship Ventures).*

Example: *"What I like best about Women of Today are the friendships I have made throughout the state."*

Step 3:

After you have formulated your sentences, review with a neutral party. Do they understand your message? If so, you are on the right track!

Step 4:

Stick with your original messages on a consistent basis but be able to embellish on your original messages (dollars raised from a specific fundraiser, # of people served from a local project, etc) for lengthier conversations.

GOOD

Example: *"Women of Today is a civic organization promoting community service, personal enrichment and leadership development skills."*

Example: *"Women of Today partners with area non-profits like the March of Dimes, American Cancer Society, Breaking Free, and True Friends (formerly Friendship Ventures.)"*

Example: *"What I like best about Women of Today are the friendships I have made throughout the state."*

BETTER

Example: *"Women of Today is a unique civic organization promoting community service, personal enrichment and leadership development skills without religious or political affiliations."*

Example: *"Women of Today partners with area non-profits like the March of Dimes, American Cancer Society, Breaking Free, and True Friends (formerly Friendship Ventures) to raise funds and provide volunteers for events."*

Example: *"What I like best about Women of Today are the friendships I have made throughout the state—there are over 1200 members statewide."*

BEST

Example: *"Women of Today is a unique civic organization promoting community service, personal enrichment and leadership development skills without religious or political affiliations. The roots of our organization can be traced back to 1950 and the Mrs. Jaycees."*

Example: *"Women of Today partners with area non-profits like the March of Dimes, American Cancer Society, Breaking Free, and True Friends (formerly Friendship Ventures) to raise funds and provide volunteers for events. Last year my chapter raised \$1500 for March for Babies, \$5500 for the local Relay for Life and helped re-paint the boathouse at Camp Friendship near Annandale."*

Example: *"What I like best about Women of Today are the friendships I have made throughout the state—there are over 1200 members statewide. Trimester district and state meetings are optional, but provide many opportunities for networking, fellowship, enrichment, training and award recognition."*