



Our Branding 101

HOW TO USE UNWLA MARKETING MATERIALS

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Why We Do It

Consistent usage of our brand ensures **the public recognizes the UNWLA** as an organization with rich history and stellar reputation.

Our marketing efforts are focused on **maintaining and strengthening of this image.**

Representing our organization at various events, it is crucial we use UNWLA-developed marketing materials **consistently.**





UNWLA Marketing Materials

This section contains documents related to UNWLA's marketing at public events.

MATERIALS

Presenting the UNWLA

Visit unwla.org and click on "Members Portal" under the Membership tab.

There you will find suggested materials for fundraising, as well as general information about our logo, [brandbook](#) and other do's and don'ts of our branding.

The screenshot displays a web interface with a modal window titled "Policies and Procedures" in the foreground. The modal lists seven items, each with a plus icon:

- Part 1 Branch Policies and Procedures
- Part 2 Regional Policies and Procedures
- Part 3 National Policies and Procedures
- Part 4 Social Media Policies and Procedures
- Part 5 Our Brand Policies
- Part 6 General Fundraising Guidelines
- Part 7 Our Life Magazine

A "Close" button is located at the bottom right of the modal. In the background, three main content cards are visible:

- Policies and Procedures:** This section contains Policies and Procedures, Social Welfare Guidelines, UNWLA Brand Book, Social Media Guidelines and Guidelines Related to Our Life Magazine. A "Documents" button is at the bottom.
- Forms:** This section contains various forms including a printable Membership Application form. A "Documents" button is at the bottom.
- Orientation for Branch Presidents:** This section contains materials that were presented at the Branch Presidents' Orientation and Training session held virtually on December 4, 2021. The video recording of the entire session is also located here. A "Documents" button is at the bottom.



Ukrainian National Women's League of America, Inc.

ADVOCATE, EDUCATE, CULTIVATE, CARE



UNITING WOMEN IN DEDICATION AND SERVICE

ESTABLISHED IN 1925, THE UKRAINIAN NATIONAL WOMEN'S LEAGUE OF AMERICA (UNWLA) IS THE LONGEST-RUNNING AND LARGEST UKRAINIAN WOMEN'S ORGANIZATION IN THE U.S.

SOCIAL WELFARE

providing humanitarian assistance to Ukrainians worldwide



EDUCATION

supporting educational initiatives



CULTURE

preserving and promoting Ukrainian culture



ADVOCACY

following a century-long tradition of speaking up for Ukraine



www.unwla.org
@unwlanational
@unwla

Presenting the UNWLA

This set of materials includes a poster and postcards, which people can take with them and learn more about the UNWLA. The primary goal of these materials is not to raise money - but to **inform the public about us** and spark interest in our mission.



Ukrainian National Women's League of America, Inc.

ADVOCATE, EDUCATE, CULTIVATE, CARE

find us at: unwla.org



Ukrainian National Women's League of America, Inc.

WHO WE ARE

Established in 1925, we are the longest-running and largest organization of Ukrainian women in the U.S.

HOW TO JOIN

www.unwla.org
@unwlanational
@unwla

WHAT WE DO

- We follow our century-long tradition to **advocate** for Ukraine.
- We provide **humanitarian assistance** to Ukrainians worldwide.
- We support **educational initiatives**.
- We promote **Ukrainian culture**.



Presenting Ourselves

Table

Posters and giveaway materials are not the only things to make your UNWLA table stand out.

- a **banner** with UNWLA logo and wordmark on it
- **tablecloths** or table runners.



There are plenty of affordable options that elevate the look of your table and affirm the UNWLA brand.

Presenting Ourselves



Booth and Space

- UNWLA logo banner
 - general poster | mission posters
 - tablecloths / table runners
 - “Our Life”
- and smiles!



Inspiring New Members

Clear and compelling fundraising materials not only raise money, but also generate interest in the organization.



Inspiring New Members

Use UNWLA Sign-Up sheets to gather information about and engage prospective members.



Let's Connect!

First Name: _____ Last Name: _____

Email: _____

Zip Code: _____

Would you like to receive the UNWLA Digital Newsletter? _____

Are you a UNWLA Member? _____

Are you interested in becoming a UNWLA Member? _____



Branding 101 Q&A

if you have any questions, you can consult our brandbook and Member Portal materials. Didn't find an answer you are looking for?

Email communications@unwla.org