

Bright Lights, Inc. presents



Bowling Green Junior Woman's Club

BRANDING IMPROVEMENT PLAN

BRIGHTS LIGHTS, INC.

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SITUATION ANALYSIS: ORGANIZATIONAL BACKGROUND

The Bowling Green Junior Woman's Club (BGJWC), found in 1968, is an organization to help women and children all over Warren County. The organization is under the umbrella of two other community federations, the Kentucky Federation of Woman's Clubs and General Federation of woman's Club, both which set out to help women and children. Standing by the "Junior Pledge", the women of this organization are working diligently in the Warren County community to make sure that it is a safe and stable for women and children. Their mission statement is:

"The purpose of this club is to provide an opportunity for personal development, fellowship and community service. All women of Warren County from the ages of 18 through 45 are eligible for membership. Our primary fundraiser each year is

the Duncan Hines Festival. Proceeds raised from this festival provide for needy agencies throughout the year".

Though this organization is working hard, there is still work to be done within the organization. Bulks of the problems that are going to be addressed are about social media, and how the organization can improve to gain more members and community participation. In a sense the organization will receive more recognition from the younger generations because they are the future of the organization. Also, since everything is being ran so smoothly now days, the same should go for the organization. The acronym for the title is way too long, the webpage is boring and unattractive to younger audiences, and the community that visits their Facebook page should leave knowing about

ORGANIZATIONAL BACKGROUND (cont'd.)

something other than the Duncan Heinz Festival. Though that is a vital festival within the organization, it shouldn't be the only thing showcased because the organization has so much more to offer. The reason that these concerns are so vital is to make sure that the organization continues to grow and lend their helping hand in the community. There are so many competing organizations doing similar things but by addressing these concerns can give the BGJWC an edge that those other organizations are lacking as well. Under the Federation of Woman's Clubs alone there are 4,000 clubs, and if these issues aren't addressed the Bowling Green Woman's Club could potentially be wiped off of that list. Participation from membership is low and the organization has no recognition, which is not a good combination at all. But there is hope. Fortunately, the organization is

willing to change its image. They want to become a fun group that is approachable but at the same time they don't want to continue to be known as "just wives of men in the community". From talking with the president it seems that the community has no idea who the organization is, or what the organization does. With the above issue addressed the hope is that the misunderstanding will be cleared. An organization that sets a good example of what we don't want to happen with the BGJWC is the Downtown Woman's Club. If you go to their website it's nonexistent anymore. The organization lacked a lot including most of the concerns listed above. That organization was running for thirteen years and now can't provide to its community anymore. But the BGJWC is different because they are seeking help early, correcting their mistakes and trying to change for the better.



STRENGTHS

The BGJWC has been the backbone of the Bowling Green community since 1968. By supporting the community through service projects such as domestic violence prevention, poverty, hunger, conservation, and the arts, the Jr. Woman's Club capitalizes on giving back to the community. In 2011, BGJWC volunteered in 127 projects, volunteered over 1850 hours, and donated \$45,000. Because of its direct roots and work in Bowling Green the BGJWC has the benefit of being one of the most notable groups of its kind within the community, and an outstanding Woman's organization in Bowling Green.

Out of all the local woman's organizations in Bowling Green, the BGJWC seems to be the most recognizable of them with its own branding and reputation for philanthropy through the years. They have

a website and social media presence. Out of the other organizations like BGJWC the branding it has is different than other organizations, a fun, bright look compared to other local women's organizations that look very generic in their overall appearance.

WEAKNESSES

Through research and observation, the BGJWC did reveal several weaknesses that their organization has. Because the organization has been around for so many years, we discovered that the weaknesses the BGJWC has centered around social media and their website. One attribute an organization must do to succeed is to adapt to the changing technology and fads. Social media, for example, can be a powerful tool to help reach a mass audience and to get that audience very involved with your programs. Here are some weaknesses that were discovered through our research:

-Social media sites are undeveloped and need extensive site management

The Facebook page that the BGJWC has up

is mainly promoting the Duncan Hines Festival. Including the event on the media site is good, but making it the focus can confuse the reader. Branding BGJWC is crucial in developing its organization and helping the community to become more aware of exactly what BGJWC is. If the organization was to set up its Facebook book around BGJWC, then it could use the events tab to promote the Duncan Hines Festival.

Also, the organization does not have a Twitter account. Twitter is much less complicated than Facebook and can link an organization directly with its audience quickly and effectively. With Facebook, “fans” are not as likely to share an organization’s post, while on Twitter “tweets” are retweeted very frequently.

WEAKNESSES (Cont'd.)

-College and high school kids don't have much incentive to become a member.

The organization is centered on volunteers with no pay. For college and high school students, this may not look very profitable in their eyes. By displaying some positive reasons to volunteer for these age groups, it can help the organization succeed in landing younger volunteers. One example of promoting volunteering could be discussing how the volunteer hours would be great on a future job resume.

-The website needs to be easier to navigate.

The events page would be more effective if it was directly linked to the calendar. Under the

events page, it seems as if there are only a small number of events that BGJWC hosts, however when looking at the calendar there are actually several. Also, the website needs a comments box for the website or a specific email where comments can be submitted. The public likes their voice to be heard, and by producing a comment box, it opens door for two-way communication. Need a way to set themselves apart from other groups doing the same thing

-People don't really know the main underlying reason of helping these people.

When looking over the website's pages, it made



WEAKNESSES (cont'd)

clear what the organization did, however it didn't give an explanation of why they do it. A good background story is essential in creating that two-way communication between the organization and its publics to create a lasting relationship.

-The organization's acronym is too long and is not said clearly.

OPPORTUNITIES

There are always many opportunities that the BGJWC can create to help their organization succeed. We saw the opportunities of becoming more involved with high school and college students as a way for the organization to receive more recognition and support. Also, working on their online image and visibility reach would also prove to be profitable in helping the organization gain more of an audience.

-Expanding BGJWC's volunteer target audience.

With so many programs offered at BGJWC, expanding their target audience to include high school and college students could prove to be beneficial for the organization. BGJWC could create a campaign during Master Plan at Western Kentucky University to lure in volunteers, along with setting up a booth so that information can be given

to these students about the BGJWC. Also, since its volunteers are women, partnering up with WKU's sororities could open doors for a huge increase in volunteers and could help get BGJWC's name out into the college community using the Greek's voice.

-Create a blog of what goes on at BGJWC.

Posting blogs of the latest events and all of the projects that BGJWC takes part in can help the community become a part of BJW. By posting videos and pictures of the events on the social media sites, the individuals in the videos and pictures can be tagged so that they are recognized.



OPPORTUNITIES (cont'd.)

-Make the homepage more visually pleasing.

Adding a slide show of the pictures from recent and past events of the group can help the readers not only read what the organization does, but also see it. Pictures speak louder than words. What the organization does is very giving and their welcome on the front page should be easily stated and highlighted. Also, the volunteers could collect a few quotes from the community about why they think BGJWC is such a good organization; these quotes could then also be highlighted on the front page to create a better visual appeal.



THREATS

Through our research and observation, we discovered several aspects of the organization that need attention. Branding is a huge aspect of a successful organization and will help the BGJWC mold together in a way that is consistent, successful and complete. These are some threats that we discovered that could prove to be detrimental to the organization:

-Membership requirements are confusing.

Under the membership requirements it first states that anyone is welcome then in another portion it says that a person has to be invited. This should be explained in more detail so that the reader will not become confused and think that they cannot join the organization without an invitation.

-Similar organizations.

Bigger organizations like Girl Scouts and 4-H are the biggest threats. Though the demographic for those groups scale younger, they have many active older members, and both of these groups do the same types of things. Also local sororities are competition, they fit into the same demographic that the BGJWC wants to see become members.

-The membership fees could turn prospective members away.

The organization could attract more members if the membership did not require payment. However, since this payment is needed, perhaps stressing different payment options could help ease potential members into joining.

THREATS (cont'd.)

-Social Media is not up-to-date.

Though the BGJWC has a social media and web presence it is weak. The web site has very weak branding and a weak logo. Their Facebook only has 135 likes. Even though the club has some branding, it needs stronger branding. Their logo is unrecognizable and perhaps not iconic enough for members to identify with or stand behind. Though most groups have a seal or some sort of formal looking logo, most of those groups tend to have an older demographic. Their memberships only range from 26-32, though their site says 17-45.

-The logo is deceiving.

The logo that the BGJWC has looks similar to a YMCA logo. The organization needs to create a logo that accurately portrays what the club is about, what their main goal is, or give a clue as to

what the organization is. The logo needs to further build on the BGJWC existing branding and name recognition. The logo should communicate what the BGJWC does for women and the community. The logo needs to be able to compete with larger organizations in Bowling Green as well as with sororities at Western Kentucky University, and with organizations outside of Bowling Green as well.

-The amount of content is overwhelming.

The average reader on the internet has a very low attention span, especially when there is only text. Short bulleted lists and short sentences that are to the point help keep the reader interested. Long paragraphs of text will only draw people away. Also, as mentioned before, visuals can be a great way to grab reader's attention so that they will start to read the text in the first place.



FINAL OBJECTIVES

- 1.) Increase Facebook “likes” from 135 to 200 in a 6 month time frame (August to January).
 - 2.) Gain 20 new members over a years time.
 - 3.) Increase donations from businesses and individuals by 20%.
 - 4.) Hire one intern for fall 2012, Spring 2013, and Summer 2013 semester.
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ACTION STRATEGIES: INTERN

1. INTERN- Idea to hire an intern majoring in Public Relations or Advertising each semester. Intern will have to work 10 to 15 hours a week and could work from home as well as the BGJWC office. Interns should have a junior or senior standing, therefore they have a foundation of public relations/advertising classes. Task for interns could include but would not be limited to: networking as BGJWC representative to try gain donations for future; give presentations about the organization to local associations and businesses;

develop a public relations campaign for upcoming special events such as the Duncan Hines Festival and Coat for Kids; help plan the agenda for the monthly meetings; present their work to the group at every monthly general meeting; develop a listening platform through digital connectivity to stay in tune with what other organizations of the same nature are doing; blog on Facebook and website weekly or bi-weekly; run of social media sites; create and run a Twitter account. The hired intern should provide documentation of receiving college credit.



ACTION STRATEGIES: MEDIA

2. **MEDIA-** The BGJWC to connect through digital and traditional media more often. Every event and fundraiser that BGJWC hosts or is involved in should be put into the newspapers (Bowling Green Daily News, WKU Herald). For larger events the local TV stations, (WBKO, WKGB, WNKY) and local radio stations, (WSGP, WKYU, WDCL, WJCR, WCVK, WBFI, WWHR, WAPD, WDNS, WAIN, WLYE) could help to get the word out about the BGJWC Events. Blogs and social media are critical communication tools for non-profits. The objective of incorporating media will be to gain more members and connect to the younger generations through Facebook and Twitter. Having a blog for BGJWC is a cost-effective way to tell stories and build a consistent emotional connection with constituents.

The intern would write a detailed post every Wednesday called Women's Wednesday, which would involve a post highlighting an upcoming event or something that went on that week. The weekly post could also shine light on a particular member who has been going above and beyond their role as a BGJWC member. By doing this it would make people remember to check the BGJWC blog every Wednesday for an update. The media must be up to date and current for this to be effective. Pictures of members at events would also be posted in the blog as a way to really show the community how great being in the club is.



ACTION STRATEGIES: WOMEN & COMMUNITY

3. WOMEN- This is a women's club therefore women, especially ages 25-45, need to be reached. These women raise money to help out other women, families and children in the Bowling Green community. Recruiting women as members and volunteers is extremely important in running this non-profit because without them the BGJWC cannot grow. The anticipated outcome of reaching women in the Bowling Green community is to grow from 40 members to 60 in one year. A \$40 enrollment fee and a \$25 donation or item equivalent to that amount fee is required to be a member of the BGJWC.

4. COMMUNITY- Targeting the community is important because they are the ones coming to our events and donating their time and monetary donations. The Community Improvement Project that will begin in 2012 will involve a lot of effort from people in the Bowling Green area. The Duncan Hines Festival held August 6-11 raises money given from the community to help other non-profits. For example the community will come out to the Bowling Green Ballpark for a Hot Rods game and pay \$10 admission with half of that going to the BGJWC to contribute donation to other non-profits.

ACTION STRATEGIES: DONORS

5. **DONORS**- Bowling Green's businesses and successful men and women are very giving to the community and the organizations that voluntarily give their time to enrich the community as well. It is vital that the BGJWC develop strong relationships with local businesses and generous community members. Since much of the budget for BGJWC come from donations this will be extremely beneficial for the club. We feel that donor prospects should be approached as "partners" with the BGJWC instead of donors. It will show that the business/ individual is considered as a more important part of the organization besides just a donor. The intern should create an informational card to give a brief description on how the BGJWC operates. This should include what non-profits they give back to, their involvement with the

Duncan Hines Festival, and how their money would be used in the organization. It would include contact information for those who want to become partners or want to get more information on what being a partner means. Partners should receive newsletters monthly of what the organization has been involved since the previous newsletter. It is important for the partners to see the results of what their donations. If possible, it would be nice to have a yearly dinner for those that give to the organization to show the appreciation of the members. Local restaurants like Mariah's often give discounts to non-profit organizations if they are asked to cater. It would be a banquet type of dinner to showcase the year's efforts of the BGJWC and how much the donations helped in keeping the organization active.

BUDGET

To achieve the desired objectives our team has constructed a budget that is necessary to help increase the success and public awareness of the Bowling Green Junior Woman’s Club.

Expenses	Total
Intern (Spring, Fall, Summer) Minimum wage calculated at \$8 10-15 hrs a week	\$0.00
Tshirts for DHF and other events 30 at \$5 each	\$150.00
Logo	\$250.00
Website Design	\$800.00
Advertising/Media	\$200.00
Total	\$1,400.00

WEBSITE SPEC



Bowling Green
Junior Woman's Club

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Bowling Green Junior
Women's Club
Volunteers at The
Center for Courageous
Kids. Click here to read
more.

I pledge my loyalty to the Junior Club Women,
by doing better than ever before, What Work
I have to do, be being prompt, honest, and
courteous, by living each day trying to
accomplish something, not merely to exist.
Junior Pledge

News

Duncan Hines Festival

Visit the Duncan Hines Festival web site: [Duncan Hines Festival](#)

Coats for Kids

View the Coats for Kids flyer: [Coats For Kids](#)

The annual Coats for Kids campaign helps distribute new or gently-used coats to needy citizens throughout the Warren County area. Partnering with Big B Cleaners to ensure all coats are clean, club members work with area schools and non-profit organizations to ensure all needs are met. Typically, the coat drive is held in the fall of each year and concluding before Thanksgiving. In 2010 and 2011, 1,000 coats were distributed throughout Warren County. This year will celebrate the 22nd year for this campaign.

Holiday Bash

Organized by Kirby Auctions Group, 2010 was the first year for the Holiday Bash. Giving to nonprofits in this region, Bowling Green Junior Woman's Club was one of many lucky recipients of proceeds from the events. After working hard to organize silent auction items and set up for the event, the night was a great success! The 2011 Bash was another successful event staged at the Corvette Museum just in time for the holidays.

Upcoming Events

- 4/3/12 - General Meeting at Maricno's
- 4/12/12- DHF Social at Mellow Mushroom
- 4/14/12- KFWC Spring Conference
- 4/22/12- New Member Orientation
- 4/26/12- CASA Justice Served Luncheon
- 5/1/12 - May General Meeting

Twitter

Ernest Hemingway once claimed he could write a great story in six words or less. His story: "For sale, baby shoes, never worn."

What I already have, but forever. Thanks for the chance. Crigit all. RT @Jazz What is your biggest dream, what's next?

The late great Billie Holiday performing the best rendition of his best tune. I adore this. Super. http://bit.ly/mj21

Tomorrow I have an ACTIVITY thank you! planned for you. Break out your poetic side...

AAAAAAAA!!!!!! Will please set RT @Jazz_C. If you live near the University it's just that "different" anymore!

Known unknown: "Bringin' my jacket, it might rain today," unknown unknown: "it might be raining here."

Donald Rumsfeld's quote about "known unknowns and unknown unknowns" is actually correct and quite rational.

I agree: Truth is "how can you not?" doesn't actually bother me. @BridgetB But the entire situation is "I could care less."

Does anybody else miss the Sniglet? I miss the Sniglet. I miss it too.

Duncan Hines
Coats For Kids
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LOGO & T-SHIRT SPEC

