Bowling Green
Junior Woman’s Club

New logo and Rebranding Proposal
Background

The Bowling Green Junior Women’s Club is a non profit organization that was federated in 1968. It’s a member of the Kentucky Federation of Women’s Clubs and the General Federation of Women’s Clubs. It’s a group for women of Warren County, Kentucky, to help improve the community, and families in the community, through volunteerism and philanthropy.

By supporting the community through service projects such as domestic violence prevention, poverty, hunger, conservation, and the arts. In 2011, they volunteered in 127 projects and for a total of over 1850 hours, and donated $45,000.
Objective

To create a logo that further builds on the jr. woman’s club existing brand and name recognition. The logo should communicate what the jr woman’s club 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 of Western Kentucky University, and with organizations outside of Bowling Green, KY.
Objectives

- The logo needs to be something the members of the organization can proudly stand behind.
- Communicate the Organization mission.
- Keep in mind our market (Bowling Green & Surrounding).
- Make sure the logo appeals to the broad demographic age of 18-45.
- Logo needs to appeal to both potential members, donators, and sponsors.
- The logo needs to be recognizable within the community.
- The logo needs be able to have a brand built around it.
- The logo needs to be modern, but not rely to heavily on trends on in order to withstand changes.
Research

- Most logos for organizations like BGJWC of equal or smaller size use generic clip art.
- Organizations like BGJWC of equal or smaller size use official seal logos that represent zero personality to the group.
- Bigger Groups like Girl Scouts, Girls and Boys Clubs, use brighter colors and logos that reflect their mission clearly.
- Bright colors, geometric, & abstract shapes are trendy.
- Logo needs to be strong enough to work independently of text in order to be effective with branding over the next two years.
- Current logo does not appeal to older demographic (within the group, & potential members) who seek a certain level of sophistication.
Current Logo
I pledge my loyalty to the Junior Club women, by doing better than ever before, what work I have to do, by being prompt, honest, and courteous, by living each day trying to accomplish something, not merely to exist.

- Junior Pledge

Welcome to the BGY WC Web Site

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.

Join the Junior Woman’s Club and play an active role in our community. We volunteer our time, energy and smiles anywhere we can make a difference. Check out the newsletter in the link to the left to find out about upcoming events.

Upcoming Events

5/1/12 - May General Meeting
5/12/12 - Ronald McDonald House
5/15/12 - Dairy Queen Benefit Night
6/5/12 - June General Meeting

News

The 16th Annual Duncan Hines Festival is August 10-11, 2012.
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 non-profits in this region, Bowling Green Junior Women’s Club was one of many lucky recipients of proceeds from the event. 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.
Strategy

The logo design we chose is a flower created with slightly transparent petals in different shades of purple. The purple is to keep what branding BGJWC has, and to keep the feel inviting, fun, and appealing to a younger age group. We also incorporated the club’s name into the design, which, once a strong community awareness is built, can be eliminated.

- The **design** is clean, not overly complicated, overly simple, or overly trendy, all while remaining strong and eye catching.
- The reason we went with the image of a flower because flowers are feminine and flowers are to be seen, just like the works of the BGJWC. But the image of the flower we have created is not overly girly or childish.
- The see through pedals create a flower, we are trying to communicate a level of transparency to the group, to help eliminate some of the elitist stigma. The flower just like the BGJWC is made of many different integral parts that all come together to create one thing.
- We feel the design communicates fun and sophistication, and will help symbolize the work that the group does, as well as appeal to the diverse demographic of members, potential members, and that of sponsors.
Next Steps

Incorporate the new logo into a branding plan that builds support for the new logo. Support would be in the form of the new logo incorporated on:

- The website
- Social Media (facebook and profile pictures.)
- Flyers
- Mailers
- Shirts
- Event materials
- Letter head
- Business cards
- Banners
- Membership cards
Background

The purpose of this club is to provide an opportunity for personal development, fellowship and community service within women, ages 18-45.
Strengths

- Backbone of Bowling Green community.
- Service projects:
  - Domestic Violence Prevention
  - Poverty/Hunger
  - Conservation & arts
- 2011 Volunteer projects:
  - 127 projects
  - 1850 hours
  - $45,000 donation
Strengths (cont.)

- Branding:
  - Overall appearance
  - Fun & bright look vs. Generic & outdated
  - Most recognizable philanthropy
- Recognized as an Outstanding/Notable Woman’s organization
Weaknesses

- High school and college students lack motivation to join organization.
- Non members: missing underlying reasoning of helping people.
- Hard to navigate website.
- Difficult organization acronym
  - Too long
  - Hard to pronounce clearly
Opportunities

- Expand target market, involving high school and college students.
- Increasing BGIWC opportunities to receive recognition and support.
- Create campaign projects during Master Plan at WKU.
- Partner up with WKU sororities to increase women volunteers throughout the college community.
- Make the homepage more visualizing appealing.
- Women’s Wednesday Blog
Threats

- Membership requirements are confusing.
- Similar organizations (sororities)
- The membership fees could turn perspective members away.
- Social Media is not up-to-date.
- The logo is deceiving.
- The amount of content on the website is overwhelming.
Final Objectives

- Increase Facebook “likes” from 135 to 200 in a 6 month time frame (August to January)
- Gain 20 new members over a years.
- Increase donations from businesses and individuals by 20%
Action Strategies

1. Intern
2. Media
3. Women
4. Community
5. Donors
Intern

- 10-15 Hours a week from home.
- Junior or Senior standing with PR or Ad major.
- Will receive college credit.
- Network representative to gain donations.
- Develop a PR campaign for upcoming events.
- Run social media feeds: Facebook & Twitter
- Assist on planning/organizing monthly meetings
- Develop listening platform
Media

- Connect through digital and traditional media.
  - Newspaper, TV and Radio
- Women’s Wednesdays
  - Highlights of the week prior
  - Recognize ‘shining’ member of the week
  - Reminds members to check in every Wednesday
Women

- Lending a hand: Women helping women.
- Continue growth of organization
- Recruit 40-60 new women and volunteers within one year.
- Master Plan and Sororities
Community

- The ones coming to our events and donating their time and monetary donations. Without them we are nothing.
- The Community Improvement Project that will begin in 2012 will involve a lot of effort from them.
- The Duncan Hines Festival raises money given from the community to help other non-profits.
Donors

- They are the ones donating their time and donations.
- Donor prospects should be approached as “partners” instead of donors.
- It is important for the partners to see the results of what their donations.
- Yearly dinner for those that give to the organization to show the appreciation of the members. (Local restaurants like Mariahs)
## Budget

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<tr>
<th>Expenses</th>
<th>Total</th>
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| Intern (Spring, Fall, Summer)  
10-15 hrs a week                            | $0.00  |
| T-shirts 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** |