

How To Use SAAM 2011 As A Branding Opportunity For Your State Sexual Violence Coalition

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The goal of branding is to create a clear identity for your organization. Branding of your coalition needs to be consistent over time. As a sexual violence coalition, your brand goal may be to position yourself as the sexual assault expert for your state. So, anytime a sexual assault issue is in the media, you are the organization that is called for comment. Anytime there is legislation or policy related to sexual violence, you are the organization that is called for consultation.

The mission of your coalition is best accomplished by branding yourself and your organization as the sexual assault expert for your state.

Where branding is about crafting an identity, marketing is about spreading a message. The primary message of SAAM is raising awareness of sexual assault. It gives your organization a natural reason to contact the media and promote your coalition.

The [NSVRC](#) provides [great materials for Sexual Assault Awareness Month \(SAAM\)](#). Use their materials in spreading the awareness message. While marketing, look for ways to share your brand.

- Always include your logo on all of the materials: advertisements, PowerPoint slides, brochures, fact sheets, etc.
- When sponsoring presentations, have large signs with your logo placed on both sides of the presenter.

Look for ways to include information about your brand in every aspect of your communication.

- Craft a signature line for your e-mail relevant to SAAM and include your logo.
- If you have a facebook page, post information about SAAM. During SAAM, have updates at least once a week.
- Develop sample facebook status updates and twitter updates for fans to share during SAAM that include a shortened URL link to your website.

Your brand should be consistent both internally and externally. You want to share the same message with your member centers as well as the community. Look for ways to assist the local centers for SAAM.

To share the SAAM message, schedule regional presentations across the state. When I've been retained to do this, we call them road shows.

- In each region have 3 presentations targeted to different groups: community members, social service professionals (for CEU credit), and sexual assault professionals. Regionalization increases participation and allows for the local centers to develop their branding also.

Host a preparation workshop in Jan. or Feb. to prepare the centers for a coordinated effort for SAAM. Grassroots coalitions are most effective when there is high-quality effort on the local level.

- Share information on effective presentation skills and how to work with their local media.
- Coach the center directors to always mention the state coalition in their interviews.
- Recommend that the centers have a copy of your logo (with an active link) on their websites.

By planning in advance and coordinating efforts statewide, you will be able to successfully raise awareness about sexual assault and position your coalition as the sexual assault experts for your state.

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