

Attendee Worksheet: Reach - Public Image and Community Presence

Section 1: Crafting Your Club's Story

Instructions: Reflect on your club's strengths and achievements to craft a compelling story or tagline.

- 1. Club Strengths and Achievements:**
 - What are your club's top 3 strengths or achievements?
 - What unique qualities or programs set your club apart?
 - 2. Community Impact:**
 - How has your club made a difference in the community? Provide specific examples of projects or initiatives.
 - 3. Defining Your Message:**
 - What message or tagline captures your club's identity and values?
 - How can you make this message resonate with your target audience?
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Section 2: Planning a Visibility Campaign

Instructions: Design a campaign to boost your club's visibility using one of the strategies discussed.

- 1. Campaign Details:**
 - **Campaign Goal:** (e.g., attract X new members, increase event attendance by X%)
 - **Target Audience:** Who are you trying to reach?
 - **Key Message(s):** What message will resonate most with this audience?
 - 2. Visibility Strategy:**
 - **Channels:** Which platforms or methods will you use? (e.g., social media, partnerships, local media)
 - **Resources Needed:** What materials, tools, or support will be required?
 - **Timeline:** Outline the key milestones and deadlines for your campaign.
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Section 3: Measuring Success

Instructions: Identify how you will evaluate your campaign's effectiveness and gather insights for improvement.

- 1. Metrics for Success:**

- What metrics will you track to measure impact? (e.g., social media engagement, attendance numbers, new member inquiries)
 - 2. **Feedback Collection:**
 - How will you collect feedback from your audience? (e.g., surveys, social media comments, personal outreach)
 - 3. **Refinement Opportunities:**
 - Based on the results, how can you refine your approach for future campaigns?
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Bonus Section: Tips for Visual Storytelling

Instructions: Enhance your campaign with engaging visuals and multimedia content.

1. **Content Ideas:**
 - What types of visuals (e.g., photos, videos) best showcase your club's impact?
 - How can you incorporate member spotlights or event highlights?
2. **Next Steps:**
 - Identify 2-3 immediate actions to integrate visual storytelling into your campaign.