

Cosmopolitan International Director of Marketing Final Report

July 1, 2025 – June 30, 2026

Submitted by Sheila A. Anderson, Director of Marketing

As I conclude my fifth and final year serving on the International Board of Directors, I am pleased to present this report highlighting the marketing and communications efforts completed during the 2025–2026 Board year. Following this annual summary, I have included a brief reflection on my five years of Board service as Director of Marketing.

It has been an honor to help tell the story of Cosmopolitan International and support our mission through strategic marketing, communications, and brand stewardship.

2025–2026 Year in Review

COSMOTopics

Partnered with Melvina Newman to produce two issues of **COSMOTopics**:

- Summer 2025
- Mid-Year 2026

Responsibilities included:

- Developing editorial themes and publication timelines
- Gathering articles and photographs from clubs and districts
- Editing content for clarity and consistency
- Coordinating publication
- Developing website upload instructions for future use

The website instructions were created to support the Director of Communications position and provide documentation that will assist future volunteers.

Social Media

Managed Cosmopolitan International's social media presence during the first six months of the year while the Director of Communications position remained in transition.

Responsibilities included:

- Creating graphics
- Developing content
- Writing posts
- Maintaining a consistent organizational voice across platforms

Cheryl MacKenzie later joined the effort and became an outstanding partner. Together with a small communications team, we developed a content calendar and posting strategy that Cheryl successfully executed for the remainder of the year.

LinkedIn Strategy

I continued managing Cosmopolitan International's LinkedIn presence, recognizing it as an important platform for reaching future members, community leaders, corporate partners, and younger professionals.

Our LinkedIn strategy centered around four objectives:

1. Reposition the Cosmopolitan International brand
2. Attract Generation X and Millennial audiences
3. Activate members as ambassadors
4. Introduce project-based involvement as a pathway toward membership

Content focused on four strategic pillars:

- **Impact Stories** – highlighting the difference our members make
- **Professional Leadership & Service** – showcasing leadership through volunteerism
- **Project-Based Invitations** – creating approachable opportunities for prospective members
- **Corporate & Partnership Spotlights** – recognizing organizations and businesses supporting our mission

Social Media Channels:

- LinkedIn: <https://www.linkedin.com/company/cosmopolitanintl/>
 - Facebook (Members): <https://www.facebook.com/groups/582809912613390>
 - Facebook (Public): <https://www.facebook.com/CosmoINTL>
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Website

Assisted with website edits and content updates throughout the year to ensure information remained current and supported organizational communications.

Cosmo Day 2025

One of this year's major marketing initiatives was the development of a refreshed identity and toolkit for **Cosmo Day 2025**.

Resources created included:

- New Cosmo Day 2025 logo
- Updated marketing materials
- 19-page Marketing Guide (PowerPoint)
- Cosmos for a Cure logo package (JPG and transparent PNG)
- Sample press release
- U.S. and Canadian proclamation letter templates
- Downloadable social media graphics for club use

The goal was to provide clubs with ready-to-use, professional marketing resources while presenting a consistent brand throughout North America.

Cosmos for a Cure

Originally created as the visual identity for Cosmo Day, the **Cosmos for a Cure** logo quickly became popular among clubs and members.

Because of its positive reception, permission was granted for broader organizational use beyond Cosmo Day. The logo has become another recognizable visual asset supporting our mission to fight diabetes and helping create greater consistency across marketing efforts.

Marketing Infrastructure

As a volunteer-led organization, preserving institutional knowledge is just as important as creating new marketing materials. My goal has been to leave behind systems—not simply projects—that future leaders can continue building upon.

Brand Stewardship

Throughout my five years as Director of Marketing, I have believed marketing is about much more than graphics, newsletters, logos, or social media.

Marketing is about helping people understand who we are, why we exist, and why our mission matters.

Every newsletter, presentation, logo, graphic, social media post, and marketing resource was developed with the goal of creating a stronger, more consistent Cosmopolitan International brand while equipping clubs with tools they could confidently use within their communities.

Consistency builds recognition. Recognition builds credibility. Credibility helps strengthen membership, partnerships, fundraising, and awareness of our mission.

Collaboration

None of these accomplishments happen in isolation.

I am grateful to have worked alongside so many dedicated volunteers who generously shared their time, talents, articles, photographs, ideas, and encouragement throughout the year.

A special thank you to Melvina Newman, Cheryl MacKenzie, members of the Communications Team, and everyone who contributed to COSMOTopics, social media, and our many marketing initiatives. Your collaboration made these efforts stronger and more meaningful.

Transition

A successful volunteer organization depends on thoughtful succession planning.

I am excited to welcome Cassidy as the incoming Director of Marketing and look forward to mentoring her throughout the coming year. Sharing files, processes, historical knowledge, and lessons learned will help provide continuity while allowing her the opportunity to bring fresh ideas and creativity to this position.

Reflections on Five Years of Board Service

As I conclude my five-year term as Director of Marketing, I have had the privilege of helping shape how Cosmopolitan International tells its story.

Together, we have worked to strengthen the organization's brand, modernize communications, create practical marketing resources for clubs, and build systems that future volunteers can continue using.

Five-Year Highlights

- Helped establish a more strategic approach to marketing and organizational communications.
- Strengthened Cosmopolitan International's digital presence across multiple communication platforms.
- Produced multiple editions of **COSMOTopics** while documenting processes to support future volunteers.

- Developed marketing resources, branding assets, and communication tools for clubs and districts.
- Created and evolved the Cosmo Day marketing campaign, including the **Cosmos for a Cure** visual identity.
- Expanded LinkedIn as a professional platform to increase awareness of Cosmopolitan International, engage future generations, and encourage project-based involvement.
- Worked to build greater consistency across marketing materials, reinforcing a unified organizational brand.
- Focused on creating systems and documentation that will continue supporting future marketing leaders.
- Handled Executive Director duties during the first couple of years until we hired Melvina Newman.

Closing Reflection

Serving on the International Board has been a great honor in my Cosmopolitan journey. Every role I have held—from club member to International President and now Director of Marketing—has deepened my appreciation for this remarkable organization and the dedicated people who make it thrive.

Marketing is ultimately about telling a story. Over the past five years, my goal has been to help Cosmopolitan International tell its story more clearly, more consistently, and in a way that inspires future generations to become part of our mission. My hope is that I have made an impact.

I leave this role with deep gratitude for the friendships, trust, and opportunities to serve alongside so many passionate volunteers. I am proud of what we have accomplished together and excited to support Cassidy during this transition as she leads the next chapter of marketing for Cosmopolitan International.

Thank you for the privilege of serving this incredible organization. Although my Board service comes to an end, my commitment to Cosmopolitan International and its mission to fight diabetes certainly does not.

It has truly been an honor.