

Dear Members,

The Rebranding FAWCO Task Force members are very excited to show you the new FAWCO logo design and Mission Statement. These have been created thanks to the team's efforts, your input through the Rebranding Blog, individual members' feedback, and the creativity of internationally experienced branding professionals Edwin and Sanja Schmidheiny of Accent Brand Consultants AG of Zurich. Our hope is that this logo and Mission Statement reflect the values of you and your club. We encourage you to tell us what you think!

Specifically, we want to know if you like the FAWCO " A " with or without the crossbar. Please send feedback on this and your view of the logo and Mission Statement by February 5, 2016 to rebranding@fawco.org in preparation for the Interim Meeting in Frankfurt, March 2016. **We want to hear from you!**

Thank you,



Kathleen Simon
Chair, Rebranding FAWCO Task Force



FAWCO



FAWCO

**ANNOUNCEMENT
FAWCO REBRANDING DESIGN**

Since no organization can remain static and survive, the FAWCO Board decided it was time to take a fresh look at FAWCO's branding and

documentation to ensure the organization's future growth. The rebranding of FAWCO aims to promote the image of a contemporary organization, to align the brand with our current goals, and to address a younger and more international club membership.

What were the Board's goals in seeking to rebrand?

FAWCO believes in the guiding words of our founder, Caroline Curtis Brown, and continues to "work towards international goodwill and the preservation of world peace, to help one another solve problems common to all". FAWCO is its Member Clubs, and they must remain strong for FAWCO to stay strong, which is why the Board sought:

To reinvigorate existing Member Clubs by helping them increase their membership.

To look for new audiences.

To emphasize the growing international structure of our membership and our efforts to improve the lives of women and girls worldwide.

To communicate FAWCO's strengths and market them more effectively.

Rebranding Action Plan

The Task Force members were introduced to Edwin and Sanja Schmidheiny, internationally experienced branding professionals of Accent Brand Consultants AG in Zurich, who donated their time to develop the FAWCO brand with the rebranding team.

The rebranding process included the following steps:

Finding a brand position that reflects the global mindset of the FAWCO woman, one that balances our American heritage with our international lifestyle and work. FAWCO is inclusive, defining FAWCO women not by where they come from, but based on the women they have become and where they are going. FAWCO challenges all of us to make a difference and harnesses the energy of women from our member clubs into a strong force for global action.

Creating a branding proposal which clearly promotes FAWCO's international agenda and position: FAWCO is a Global Gateway.

Defining the FAWCO values, which are personal commitment, American spirit and global perspective.

Developing and proposing a new FAWCO logo to better communicate who we are and what we do.

Reviewing and refreshing the Mission Statement.

Crafting a new tagline.

Announcing the New Look

The team looked at the name and decided that the acronym FAWCO was so well recognized in Washington, at the UN and on projects around the world that we should not change our name and ensure that we use the acronym in all communications.

The Rebranding FAWCO Task Force proposed this new Mission Statement:

FAWCO is an international network of independent organizations whose mission is to mobilize the skills of its American and international membership; to build strong support networks; to serve as a catalyst for positive change on a global level with a focus on education, the environment, health and human rights; and to advocate for the rights of U.S. citizens overseas.

The tagline will be coming soon.

The symbol represents our transition from an American focus to a global attitude, with red, white and blue colors on the left sweeping into global colors on the right: a welcoming and open-minded community of international women, embracing everyone who shares our values. It shows that we are dynamic, inspiring, positive, contemporary and engaged. It communicates that the FAWCO brand is multi-dimensional and outward looking. It represents our organization taking its place on the global stage.

Rebranding FAWCO Task Force
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