



Power of Your Brand

You create your Retired Educators Association (REA)'s future in the language you use. Engagement and commitment to the larger organization starts with articulating your mission and vision and comes to life in connections and conversations with your key audiences:

- current members
- state and local leaders
- new retirees
- volunteers
- lapsed members
- key community influencers
- elected and appointed officials
- current administrators, teachers and education officials

Leaders help their audiences create a sense of what is possible. And in order to achieve what is possible, everyone affiliated with the organization must be unified in commitment and coordinated action.

Use your brand to start the conversation! Your brand conveys the stand you take for the future of all retired educators. And the future becomes possible in you saying it is possible. Language gives it meaning and the reality of the future is a product of your conversations — making language and communication the most important and fundamental aspects of fulfilling what matters, what is important and what is possible for the entire REA community and beyond.

Branding and image are reflected in an REA's:

language
decision-making
policies and procedures
recruitment and retention activities
events, meetings and conferences
educational efforts and programs
marketing efforts and materials
legislative initiatives
strategic planning

WHAT IS YOUR REA'S BRAND?

Your brand is your promise to everyone you touch.

The brand goes beyond your logo and tagline. It includes mission, vision, values and core messages.

Your brand defines who you are, what you do and why you do it.

REAs can leverage their brand to:

Guide communications. Your brand provides clear direction, purpose and meaning for the association. It is the foundation from which to start. A strong brand improves your ability to consistently communicate the powerful message of who you are and what you stand for to members, prospects, influencers and the community.

Differentiate the REA from competitors. Your brand is how you distinguish yourself from other organizations vying for a retiree's loyalty and attention. It allows your audiences to see how the REA is unique from other organizations. And if you are not actively communicating who you are and what you stand for to your audiences ... someone else will. Do not let others define you!

Motivate the entire community. Your REA brand aligns the shared mission throughout the association (board, regional and local unit level); it is a unifying force. You may engage in different activities at the state and local levels, but you are united by a common purpose. Your brand becomes your rallying cry for action, support and for members to belong to something more powerful than themselves.

Develop consistency, clarity and authenticity. When everyone in the association uses the brand to communicate, you are using consistent messages to speak to audiences; the messages are clear, coordinated, concise and genuine.