

Getting into the Motion of Promotion

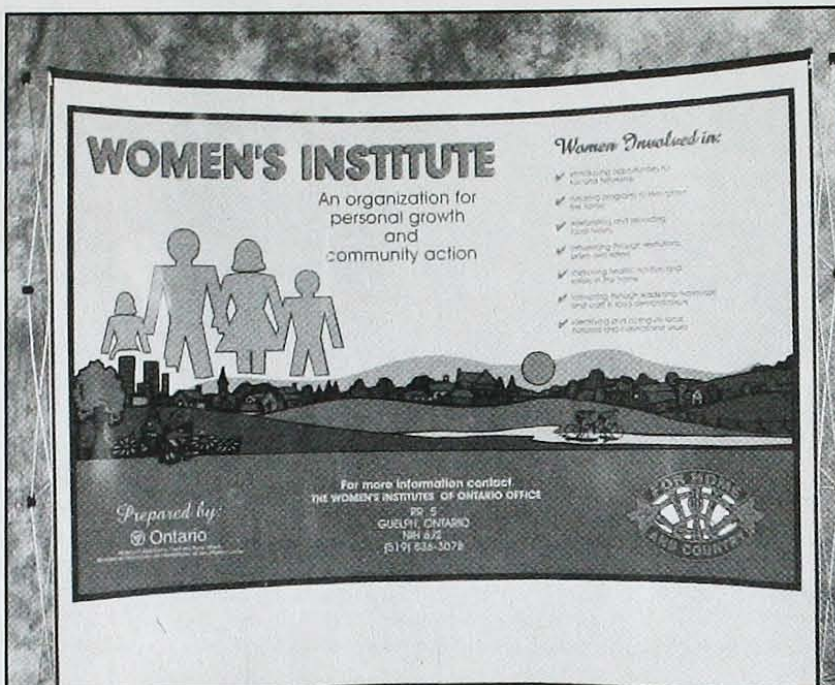
Someone in your Branch has suggested setting up a display to promote the work of the Women's Institute and you have been appointed to the committee. What are you going to do now? Consider the five W's: Why, Where, When, Who and What.

A display is one way of getting exposure for the WI. If it is done well, it can improve the image of the organization. It can also help open the lines of communication with a variety of people, some of whom might be prospective members. A display can attract attention, arouse interest, stimulate thought and get action.

For all these reasons, the Federated Women's Institutes of Ontario provide a large, professionally prepared, easy to assemble display board for Branches, Districts and Areas to use. The newest one, unveiled at the Centennial Prelude in Milton, combines the graphic from the front of the *Home & Country* with the silhouette of a family and explains the objectives of the Women's Institute. It was prepared with the assistance of David Doyle, Exhibit Designer with Visual Communications Services at the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) office in Guelph, working with Hilde Morden, Glenna Smith and Mary Janes. A table-top version of this display is also available for those occasions when the free-standing one is too large. Reservations for the board can be made through David Doyle at (519)767-3619.

We have all seen displays in malls during Agriculture Awareness Week or Volunteer Week. Other times to set up displays are Associated Country Women of the World (ACWW) days in April, International Women's Week in March and Women's History Month in October. The display could coincide with a special event in the community, such as a workshop, seminar or craft sale. Displays can be used wherever people meet - in libraries, museums, fairs, schools and home and garden shows.

Perhaps your Branch prefers to create its own display board to go with its own particular message and its own particular theme. Each Subdivision was represented at the Marketing the WI Workshop at Crieff Hills



in January, 1995. These representatives all learned how to create an effective exhibit, taking into consideration colour, lettering, layout, unity of theme, subject matter, overall appearance and attention getting devices. As well, Rural Community Advisors from OMAFRA and 4-H leaders can provide expertise and assistance in mounting a display.

Attention getting devices are an important part of any display. These will make your display stand out from others and may be as straightforward as using spotlights, miniature lights on the display board, videos, slide presentations, demonstrations, music or a free draw. Other alternatives include games, quizzes, hands-on activities or promotional pencils or pens. Your committee's imagination can be most useful in this area.

Take into account who will see the display. If there will be a lot of children around, balloons or colouring books will draw them and their parents to your display. Recipes also attract people. But, do you want your guests to leave with the impression that this is a child care group or a food and nutrition organization? If you want them to leave with the impression that the Women's Institute is an organization for personal growth and community action, you will need to provide interesting information. The provincial office is a good source of pamphlets about the organization in general, but every display must have local information readily available to be effective. The planning committee will have to spend time creating an attractive,

appealing information handout which includes meeting times, places, contacts and projects.

No amount of planning for a display is sufficient if the people who staff the display area are not trained. Volunteers who answer questions and pass out information are selling the organization just as much as the display and attention getters. An enthusiastic, warm, confident person, who is eager to answer questions will leave a positive impression. Volunteers who are involved in other activities discourage people from stopping. Your choice of who staffs the display will ultimately create a success or failure.

Why, Where, When, Who, What: The planning committee takes all these aspects of display organization into account before the actual event. Take the time to snap a picture of the exhibit for future reference. The final step is to evaluate and keep a record of what worked and what needs improvement. Good luck promoting WI!

Written by Mary Janes, Public Relations Officer for the Federated Women's Institutes of Ontario.

Congratulations

Anniversaries:

Honeydale WI, Ontario South	60
Oxenden-Grandview, Grey West	65
Campbell's Corner WI, Grey South	70
Keward WI, Grey West	70
Fallbrooke WI, Lanark South	75
Castlemore WI, Peel South	85
Marmora WI, Hastings North	85
Beamsville WI, Lincoln	90
Elmview WI, Northumberland West	90
Embrow WI, Oxford North	90
Fenelon Falls WI, Victoria East	90
Oxford North District	90
Bowmanville WI, Durham W.	95

Life Memberships:

- Marmora WI, Hastings North
- Eileen Demorest
- Mary Hickey