

Russell Village Women's Institute would like to pass on an idea to **get your name out there!**

How many of you recognize the logo of Kiwanis's, The Mason's or the Rotary Club? You see the logo - you know what they represent and who they are. The FWIO logo should be that common so people recognize it, and what it stands.

Recently, while updating information for our Church website, I discovered our Russell Chamber of Commerce website had a specific page dedicated for 'Local Clubs and Associations' which included a link and logos to each of the clubs websites. I saw the Legion, the Scouts, the Soccer Club...and a space...hmmmm. Why not put our FWIO logo? Although, my own individual Branch doesn't have a web site...FWIO does. (www.fwio.on.ca)

The whole process was quite easy! First, I contacted the name at the bottom of the *Local Club* page on the Chamber of Commerce web site. They informed me that the service was free, if we could provide a logo. Then, I contacted FWIO and inquired whether we could have permission to use the WI logo and a link to the website. Along with the go-ahead, FWIO Provincial Office sent me the logos in the correct formats for the Chamber of Commerce to use.

Now on the www.RussellCoC.com website, under Local Links, our FWIO logo and the name of Russell's two WI's, (Russell Village WI & North Russell WI), are *out there* for everyone to see each time they look at the page. Have a look!

Every one of our WI's in Ontario should be contacting their local Chamber of Commerce to see if they have such a space on their website. Ask them if you could supply the WI logo and a website link to your local or provincial WI website. If they agree, simply ask the provincial WI's permission and ask them to send you the correct file formats for the Chamber of Commerce to use. (If you do not have email access, ask if someone from the FWIO staff could email it to the Chamber office for you). How simple is that?

I wonder if the Township would do the same on their website? What other links could we create? This is just the seed! There are many other ways we can spread the word too!

ANY email, every note, every letter, every article to the paper... everything should have the FWIO logo on it. Keep the logo on you computer desktop and print it out on the envelopes for notes you send out or on your letterhead. Use it wherever you can. Do you have ideas or suggestions on how to get your name out there? Send them to the H&C ROSE Garden!

Now you know how simple this is to do, every one spread the WI message - Let's get our name out there! I challenge you all to give it a try.

Good luck!

Jean Williams, PRO
Russell Village Women's Institute

*Federated Women's
Institutes of Ontario*
rural ontario
sharing education

Would You Like To Do This For Your Branch?

Contact the FWIO office for a high quality, version of the logo or word mark.



We want to hear from you!

Send your stories and photos for our next issue of *The Home & Country ROSE Garden* to the following address:

*The Home & Country ROSE
Garden*

7382 Wellington Road 30, RR # 5
Guelph, ON N1H 6J2

or email them to
roseprogram@fwio.on.ca

or fax them to
519-836-9456

Please note, your article may not appear exactly as submitted. We will do our best to edit appropriately to include as much information as possible. Be sure to make an additional copy of your photos before submitting them as we will no longer be able to return photos.

Thank you for your understanding.

Deadline Dates

Winter

- December 1, 2008

Spring/Summer

- March 1, 2009