



Chapter Promotion Program Grant Guidelines

An annual grant of up to \$500 is available for each chapter to use for the purchase of Woman's Life promotional items and publicity costs. Chapters chartered after June 30 of the current year will be eligible for a grant up to \$250 for the current year.

The cost of promotional items available through Woman's Life and any publicity the chapter wishes to place or have placed for them by Woman's Life will be subtracted from the chapter's outstanding available promotional grant dollars.

Promotional Items

Promotional items stocked by Woman's Life for a chapters use at local meetings, membership promotion events or chapter projects can be ordered on the Chapter Promotional Items Order Form (Form F-204). The cost of the items and shipping and handling costs will be deducted from the promotional grant.

The Chapter Promotional Items Order Form can be found on the Woman's Life website, **www.womanslife.org**, in the Helping Others menu, then the Chapter Leadership Guide. The online version of the form complete with item pictures can be found on the Woman's Life website, in the ChapterWeb. If you would like a hard copy of the form please contact Woman's Life at 1-800-521-9292 and ask for the Chapter Development Department. Please make sure you are using the most recent Chapter Promotional Items Order Form as promotional items are periodically discontinued and new items are introduced.

Woman's Life encourages chapters to order promotional items 30-days prior to their actual need. Chapters should avoid maintaining an inventory of promotional items and order only items that will be used for an approved event within 30-days of the promotional item request.

Publicity

Assistance with press releases and advertisements will be provided by Woman's Life at no charge. The cost of purchasing advertisement space and radio spots placed by Woman's Life on behalf of the local chapter at the chapter's request will be paid directly by Woman's Life and applied against the grant. Please note that all advertising must be approved by Woman's Life prior to placement.

Customized chapter banners (2' X 3') complete with the Woman's Life corporate logo, chapter number and city are available for order. Banner orders may be placed on the Chapter Promotional Items Order Form.

Assistance with designing event flyers and tri-fold chapter brochures is also provided by Woman's Life at no charge. The Event Promotion Flyer Request Form (C-90) can be found on the Woman's Life website, **www.womanslife.org**, in the Helping Others menu, then the Chapter Leadership Guide. The online version of the form can be found on the Woman's Life website, in the ChapterWeb. The cost for printing flyers is \$5 for 25 copies. The first 100 copies of the tri-fold chapter brochures are free. Additional copies are \$5 for 25 copies.

Woman's Life will assist chapters with promotional mailings to the chapter's membership. Postage for promotional mailings from Woman's Life can be charged against the grant.

Clothing

Clothing items with the Woman's Life logo are available for purchase through Lands' End. Members are responsible for the cost of the clothing plus shipping and handling. Chapters may use the annual promotional grant to help cover the cost of Woman's Life clothing items purchased through Lands' End. Woman's Life will reimburse the chapter \$10 per shirt up to a maximum reimbursement of \$100 per chapter annually.