



Chapter Promotion Program Grant Guidelines

An annual grant of up to \$250 will be available to each chapter for Woman's Life promotional items and publicity costs. Those chapters chartered after June 30th of the current year will be eligible for a grant up to \$125 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

Limited promotional items are stocked by Woman's Life for a chapter's use at events that are initiated, organized, advertised/promoted and conducted as Woman's Life Chapter events, including local meetings, membership promotion events or chapter fundraising and volunteer projects. These items 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 (F-204) can be submitted electronically on the Woman's Life ChapterWeb, or a hard copy can be printed from the Woman's Life website, www.womanslife.org in the Helping Hands menu, then the Chapter Leadership Guide. If you need a hard copy of the form mailed to you, 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.

Woman's Life does not maintain an excessively large inventory of promotional items; therefore any one order should not exceed your chapter's immediate need.

Promotional items should be ordered 30 days prior to their actual need. Please refrain from 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 paid advertisements will be provided by Woman's Life at no charge. With prior approval from Woman's Life, the cost of purchasing advertisement space and radio spots placed on behalf of the local chapter at the chapters' request will be paid by Woman's Life and applied against the grant. Please note that all advertising must be approved by Woman's Life prior to placement.

Woman's Life Insurance Society® A Fraternal Benefit Society
1338 Military Street PO Box 5020 Port Huron, MI 48061-5020
800.521.9292 810.985.5191 www.womanslife.org

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

Assistance with designing flyers for approved events 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, in the ChapterWeb, or a hard copy can be printed from the Woman's Life website, www.womanslife.org, in the Helping Others menu, then the Chapter Leadership Guide.

- Printing flyers for approved chapter events is \$5 for 25 copies.
- The first 100 copies of chapter tri-fold brochures are free each year. 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

Chapters can select their own apparel items and company to print/embroider their Woman's Life apparel, using one or a combination of several different approved design layouts. Samples of the designs can be found in the Chapter Leadership Guide on the Woman's Life website. Upon request by the chapter, the approved images will be sent to the imprint company of the chapter's choice. Chapters/members are responsible for the cost of the items and any shipping and handling charges. Chapters may use the annual promotion grant to help cover the cost of Woman's Life clothing items purchased utilizing the approved designs. Woman's Life will reimburse the chapter \$10 per member/apparel item, up to the amount of chapter promotion funds available, when provided by the chapter with a copy of the receipt for the items purchased.