



CREATING YOUR ORGANIZATION'S UNIQUE IDENTITY

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PURPOSE OF GUIDE

- The purpose of this guide is to help clubs and organizations establish goals that will strengthen their group's foundation.
- This guide will provide examples of how to effectively practice the idea of inclusiveness, of how to create objectives that will demonstrate the organization's purpose, and of shaping roles to provide for internal and external accountability.





UNIQUE IDENTITY FACTOR #1

Establishing Your Club or Organization's
Purpose

TIPS FOR ESTABLISHING YOUR ORGANIZATION'S PURPOSE

- As a former club president, I can attest to the fact that this may be the most difficult step because it will determine how your organization functions and will affect your ability to gain members.
- Also, your organization may have similar goals to other groups, such as wanting to do community service. Expand the goal so that it includes a unique perspective that other groups may not have considered and that establishes your identity.



TIP ONE : BRAINSTORMING THE PURPOSE

- Brainstorming is more than coming up with ideas and working out all of the kinks – it involves doing some research.
- Look at other clubs and organizations not only within your network but also outside of it as well.
- Examine their internal processes, go to some of the functions they hold to see the interaction between them and the public, and ask a representative what hardships they have experienced so that you have an idea of what you will be facing.



TIP TWO: SELECT A DIVERSE EXECUTIVE BOARD

- The executive board consists of your organization's president, vice president, secretary, treasurer, and any other officers.
- The more diverse your members are, the more creative ideas you can discover and implement.
- Having officers that are too alike will only result in the organization accomplishing goals that focus on one group of people instead of various groups of people who share a common interest.
- The E-board should be diverse in more than their cultural backgrounds – they should also exhibit different leadership styles, thought patterns, and social skills.



TIP THREE: PUT YOUR PURPOSE INTO ACTION

- After you have created and defined your organization's purpose, it is time to set up on plan on how and when you will meet your organization's purpose.





UNIQUE IDENTITY FACTOR #2

**Defining and Acting on Your Organization's
Objectives**

THE OBJECTIVES

- Organization structure changes as the leadership styles transform and as society itself evolves.
- It is important to remember that even though the purpose may be adjusted to suit the present, that the main idea should remain the same.
- As the former Multicultural Club President, I created objectives based on a purpose that had been established years before when the club first began.
- The following slide contains the objectives from the Multicultural Club. This particular part is where research will pay off for your organization.



MULTICULTURAL CLUB OBJECTIVES

Some of the club's objectives include, but are not limited to:

- Having pride in your culture as well as others
- Showing respect towards beliefs that may be unfamiliar to you
- Proving that the human race is one culture, divided into different ideas and customs
- Providing the foundation for the true meaning of equality amongst humankind





UNIQUE IDENTITY FACTOR #3

Club or Organization Roles

OFFICER ROLES

- Depending on what your organization's purpose is and how your leadership team is developed, it will determine what tasks each officer has.
- Generally:
 - President - leader of the group and calls meetings to order.
 - Vice President – Parliamentarian of your organization and the president's proxy.
 - Secretary – Records meeting proceedings and helps post meeting notices.
 - Treasurer – Accounts for the club or organization's funding (fundraising, general accounts, etc.)





UNIQUE IDENTITY FACTOR #4

Promotion of your Club or Organization

TIP ONE : FIND COLORS THAT DEFINE YOUR GROUP

- Finding colors that help establish your group's identity will help you in promoting your club or organization.
- The more people are aware of your organization and what it does, the more members you gain!



TIP TWO : EXCITING ADVERTISEMENTS

- Do not pick colors that are blinding for your advertisements. Your organization should pick colors that will gain curiosity, yet are calming to the eyes.
- Add dimension by applying textures, patterns, and or using unusual, yet readable fonts.



TIP THREE: USE ALL AVAILABLE RESOURCES

- Research what spots are popular because your organization's advertisements will be most effective in these areas.
- For example, the ICS monitors are viewed quite frequently.



FOR MORE INFORMATION.....

To gain more tips or to have me present this information at a club meeting, please feel free to contact me at:

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