

FRATERNAL BRANDING PROGRAM

FAQs



1. How do I access the branding website?

The only way to access the site is through the unique link that was emailed to each society. You cannot access it from the Alliance website to ensure the sites privacy and keep the access exclusive to participating societies.

2. How do I access the native files to edit?

Because these files are design files they are too large to live on the branding page so we have created a dropbox for them. Anyone who was added to the SurveyMonkey questionnaire sent in the first branding release email has been given access. If you need more employees added to the dropbox please email the Alliance at info@fraternalalliance.org.

3. What programs do we need to edit the files?

You will need Adobe Creative Suite in order to access and edit the native files found in the dropbox. Most of the files will open in Photoshop and a few open in InDesign. If you are still unsure of which program to purchase or how to use the program contact your local printer and they may be able to edit the files for you.

4. How do we get started?

This answer is a little different for each society depending on your starting point. We would recommend that you read the language and personality testing and start with your website. Make sure that it reflects some of the language and messages that resonate with consumers and also, that you have a good mix of products to promote. When this is in place then start social media outreach, etc.

5. Has the compliance review process been completed yet?

Yes. First Consulting & Administration, Inc. has reviewed the materials and they are compliant on a broad 50 state review. Please be aware that some states have specific requirements, such as California which requires that all ads plainly spell out that the consumer is doing business with a fraternal benefit society. For this reason, please have your in-house compliance team take a last look depending upon where the ad is running.

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6. How can I best communicate this information with my field reps?

This really depends upon how your distribution is structured. If you are having an upcoming sales meeting, I would recommend devoting some time to this program. The Alliance is happy to help you by getting you materials for a PowerPoint, etc.

7. Can an Alliance rep deliver a presentation on this program to my field reps; to my convention; to my board?

Yes. We would be happy to try to arrange something. Please contact the Alliance to talk about the details.

8. Once we customize one of the pieces, does the AFA have to approve the final version of it before its used?

No, we do not have to approve it. We have done a broad 50 state review for compliance on these ads so you can use it as you will. We have also uploaded a brand usage and recommendations document to the Brand Creative Assets page to ensure you are using the ads with the correct format, fonts, and imagery.

9. We don't run traditional ads. How else can I use this information?

There are many ways to incorporate this information into your society. Facebook, Twitter, and your webpage are great opportunities to include the assets that you can find in the Brand Creative Assets page and there are even specific formats designed for those outlets. In Webinar #2 we will discuss some of the feedback we received about language and the best ways to communicate the benefits of fraternal which would be beneficial to work into the language on your homepage, use to set a certain tone in an email, or the way you talk to potential clients.

10. If you are unable to make any of the additional training sessions, will they be recorded or otherwise made available?

All the webinars will be recorded and posted on the Brand Education page in their sorted drop down. We will also send the recordings of all the webinars to anyone who registered

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for the first webinar in case you cannot make it to the other January sessions.

11. Are there any substitutes available for editing the ad files?

There is a program called Inkscape, which is an open-source vector graphics editor similar to Adobe Illustrator that is free, and after adding extensions will allow you to open and edit .ai files. However, I wouldn't recommend opening .ai files in any other programs outside of Adobe because you may have to download multiple programs to convert the files into other formats which could potentially decrease the quality of the artwork.

You can also make minor edits in any PDF editor, I used Nitro Pro 10 as a test, to add a logo and insert your society name. You won't be able to change the pictures or background color but it will make the PDF's custom to your society. Using a PDF editor will not give you the highest quality but it should be fine for any files you plan to upload online to social media or webpages.