

What  
MOVES  
Her

# WHAT MOVES HER

LOCAL COMMUNITY  
ACTIVATION GUIDE

 Anywhere™

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## WHAT MOVES HER MISSION

What Moves Her<sup>SM</sup> is committed to supporting women in the real estate industry, promoting their professional development, representing their values and providing resources to develop their leadership capabilities. What Moves Her aims to inspire and support all women to find their path to leadership and business success in real estate.

# WHAT MOVES HER LOCAL COMMITTEE ACTIVATION GUIDE

This **Local Community Activation Guide** was created to provide local community leaders with an overview of the key processes and guidelines that govern What Moves Her. You'll also find useful resources and tips that will help propel your local community forward. By following the steps outlined in this guide, our local communities will boldly take What Moves Her to what's next.

# WHAT MOVES HER: GETTING STARTED

## CONNECT

Build meaningful connections with women in the real estate industry to cement your company as the brokerage trailblazer for women in real estate and the local market.

## SHOWCASE

Utilize the local platform to highlight the core values of your company in helping women live exceptional lives.

## RETAIN

Apply initiatives to retain (and recruit) top talent by providing tools and resources to help women further develop leadership capabilities and identify paths of leadership within your company.

## WHAT MOVES HER: LOCAL COMMUNITIES

Building our What Moves Her infrastructure (governance, processes, and tools) will enable our local communities to drive growth, amplify impact in important areas, build bridges, and cultivate mutual understanding and belonging through education and impactful conversations about important topics.

# WHAT MOVES HER: ELIGIBILITY CRITERIA

Establishing specific requirements to start a local community can help maintain consistency, quality, and alignment with the broader goals and values of What Moves Her. Here are some potential requirements to consider:

## Leadership Qualifications

Prospective community leaders should demonstrate leadership qualities, commitment, and a passion for advancing the mission of What Moves Her.

## Clear Mission Alignment

Community leaders should align with the mission, values, and objectives of the national brand, ensuring consistency in messaging and activities.





# WHAT MOVES HER: COMMUNITY BENEFITS

## Amplify Your Voice

Advocate for important issues facing women in real estate. Make your mark by driving meaningful change and shaping the future of the industry.

## Represent Women's Values

Embody the values that matter most to women. From equality to authentic leadership, you can be the inspiration for others and provide resources and tools to support.

## Professional Growth

Help others achieve their professional aspirations, whether it's through networking events, educational seminars, or collaborative mentorships, you can be at the forefront for women's advancement.

# WHAT MOVES HER: ESTABLISHING A COMMUNITY LEADERSHIP TEAM

Having clear roles and responsibilities is key to providing a great volunteer experience and ensuring team effectiveness. Each role is critical to the success and growth of the community. Local community leadership should discuss team expectations for each role.

ROLE	RESPONSIBILITIES
<b>Community Chair (required)</b>	Official representation of the community; leads the local community; sets the strategy and direction; responsible for setting goals and ensuring success; manages communication channels and works directly with What Moves Her nationally; and drives membership growth.
<b>Community Members</b>	Responsible for the success of the goals and objectives; provides advice, guidance, and support to the Community Chair; assists with the coordination of events and communications; and leads efforts in realizing goals, projects, and initiatives.

# WHAT MOVES HER ESTABLISHING A COMMUNITY LEADERSHIP TEAM

Local communities are encouraged to create a leadership structure to enable them to further grow and amplify impact for their members and stakeholders. Whether you have a large or small team, the structure should be tailored to meet your local needs. Below is an example of what a community could look like. Your community may have more or less community members.



# WHAT MOVES HER: DEFINING COMMUNITY GOALS & OBJECTIVES

**Align with What Moves Her mission:** Good community goals are those that align with the overarching mission of What Moves Her. By ensuring our local committee goals are in harmony with this national mission, we contribute to the collective effort of empowering women professionals in our industry.

**Tailor goals to local community needs:** While alignment with the What Moves Her mission is critical, it is equally important to tailor your local community goals to the unique needs of your community. Recognizing and addressing these specific needs ensures that your efforts have a meaningful and lasting impact.

**Charter:** A charter outlines the communities' mission, goals, and lists the leadership team. Every community should review their charter at the beginning of each year to ensure that their mission and goals are focused and aligned with What Moves Her broader strategy and reflects the needs of the community members.

# WHAT MOVES HER: VIRTUAL EVENTS TIPS & BEST PRACTICES

**Diversify your speakers** to create a rich and inclusive experience for your audience, incorporating a variety of perspectives, backgrounds, and experiences.

**Identify the right technology** and set up a rehearsal to familiarize speakers with the platform, ensuring a seamless experience.

**Enhance audience engagement** by incorporating interactive elements such as Q&A, polling questions, and downloadable content.

**Create a fully branded experience** utilizing virtual backgrounds, PowerPoint slides, and other multimedia assets to align the event's theme and What Moves Her branding.



# IN-PERSON EVENTS TIPS AND BEST PRACTICES

**Leverage existing events** such as association or company functions by attending or creating an in-person watch party to tap into a ready-made audience and expand your reach.

**Create exclusive networking events** such as happy hour, break out session, or networking lunches to foster meaningful connections among participants.

**Collaborate on hyper-local events** with your branch offices or community organization, to spotlight top female leadership and promote inclusivity.

**Explore interactive and engaging activities** by incorporating live demonstrations, icebreaker sessions, or community-building activities into your events.

# EVENT PROMOTION TIPS AND BEST PRACTICES

**Tailor your promotional content** by identifying the channels most frequented by your audience including social media platforms, industry forums, emails newsletters, or community bulletin boards.

**Engage with influencers and partners** within the industry or your community who align with the event's theme to leverage their reach and credibility, extending your event's visibility.

**Encourage early registration** by offering incentives such as early-bird discounts, exclusive content previews, or special giveaways.

**Clearly communicate the value** of attending and emphasize any exclusive perks for participants.

**Encourage sharing** by utilizing the hashtag #WhatMovesHer across social media platforms.

Effective communication can help foster a sense of connection, collaboration, and shared purpose among members. Clear and consistent communication not only keeps members informed but also helps to ensure success.

## National Amplification

Leverage the national [WhatMovesHer.com](https://www.whatmovesher.com) website for amplifying committee content. Members can submit content to [whatmovesher@anywherebrands.re](mailto:whatmovesher@anywherebrands.re) for consideration.

## Feedback Mechanisms

Surveys and feedback forms are a great way to gauge member satisfaction, preferences, and areas for improvement.

## Clear Communication Policies

All media inquiries must go through the national What Moves Her review and approval process. Do not speak to any media outlets or respond to request for interviews without prior approval.

## Two-Way Communication

Establish channels for two-way communication, allowing members to share insights and actively participate.

# ONLINE PRESENCE ESTABLISHMENT

Establishing a robust online presence is crucial for effective communication. It allows us to connect with our community, share valuable information, and amplify the impact of What Moves Her.

## Engagement Strategies

Incorporate interactive content like voting, polls, and member spotlights to encourage participation.

## Social Media Platforms

Choose social media platforms such as LinkedIn, Facebook, Viva Engage, or Instagram based on your target audience. Tag the national What Moves Her accounts to encourage sharing. (@WhatMovesHer)

## Content Calendar

Develop a content calendar with a variety of content to ensure consistent posting and engagement.

## Visual Branding

Maintain a consistent visual identity reinforcing the What Moves Her brand.

# WHAT MOVES HER: FOLLOW US!

Follow us on [Facebook](#), [LinkedIn](#), or [Instagram](#) to stay in touch and to learn more about events, networking opportunities, new resources, and more.

If you'd like to feature yourself, your brand, or your company on our channels, please tag us and use our hashtag, [#WhatMovesHer](#).

## Suggested content includes:

- Interviews with entrepreneurs or business owners
- Conversations that explore issues facing women at work
- Information on financial wellness, personal branding, and mindfulness
- Success stories from real estate agents who are breaking the mold



# WHAT MOVES HER: BRANDING

## COLOR PALETTE

THESE COLORS REFLECT OUR BRAND'S IDENTITY AND PERSONALITY



COLOR 1  
#806896



COLOR 2  
#968EAF



COLOR 3  
#584470



COLOR 4  
#C7B4CF



COLOR 4  
#FFFDFD



COLOR 4  
#E3D8F0

## LOGO VARIATIONS



## FONT USAGE

*Born Ready Slanted Regular*

Roboto Regular

**Roboto Bold**

*Roboto Slanted*

# WHAT MOVES HER LOGO WITH YOURS



We encourage you to add your company logos to your specific initiatives however, the What Moves Her logo should be the leading logo in all promotion.

# WHAT MOVES HER: SPREAD THE WORD

When talking about the What Moves Her campaign, we want to maintain the integrity of the campaign strategy while also providing a platform for local companies to tell their story.

## **WE ENCOURAGE YOU TO COMMUNICATE THE LOCAL IMPLEMENTATION:**

- Include your company by using phrases like “hosted by...”
- Share how your company initiatives are part of What Moves Her by using phrases like “endorsed by..” or “part of...”
- Utilize #WhatMovesHer hashtag across all internal and external women-focused initiatives to create cohesive tie back to the overarching What Moves Her initiative

# WHAT MOVES HER: BRANDED MATERIALS

We have **What Moves Her** merchandise available that can be used for promotional purposes as well as gifts for your speakers and special guests. These are also great items to send as gestures of appreciation to agents, staff, partners, and recruiters.

Visit [whatmovesher.com](https://whatmovesher.com) > Store



# REPORTING TO WHAT MOVES HER HEADQUARTERS

## Quarterly

Provide a summary of membership growth, event attendance, resources needed, challenges and solutions.

## Annually

Provide comprehensive data on membership growth and retention, impact and achievements, strategic goals, and feedback and improvements.

## Recognition Opportunities

Community successes may be featured on What Moves Her communication channels, providing visibility and recognition at the broader organization level.



# SUPPORT & GUIDANCE FROM WHAT MOVES HER

## Transparent Communications

Provide timely updates on community activities, challenges, and achievements to ensure a comprehensive understanding of your needs.

## Best Practice Sharing

Collaborate with other community leaders on best practices and proven strategies for successful community management.

## Guidance on National Initiatives

Reach out to national leadership for questions about aligning your community goals with the broader What Moves Her objectives.

## Resource Requests

Connect with national leadership to request templates such as marketing and goal setting.

# WHAT MOVES HER: LET'S GO

1

## Complete Interest Survey

Take the first step towards starting a local community by filling out our interest survey.



2

## Attend Information Session

Engage in an initial discussion to align values, vision, and leadership standards.



3

## Completed Local Community Start-Up Form

Provide specific needs to receive tailored support for community success.

4

## Confirm Community Availability

Ensure availability in desired area and assess need for representation.



5

## Official Documentation

Upon confirmation, officially document the new community's inception.

Thank you for considering launching a What Moves Her local community! We're excited about the prospect of expanding our community impact with your leadership.

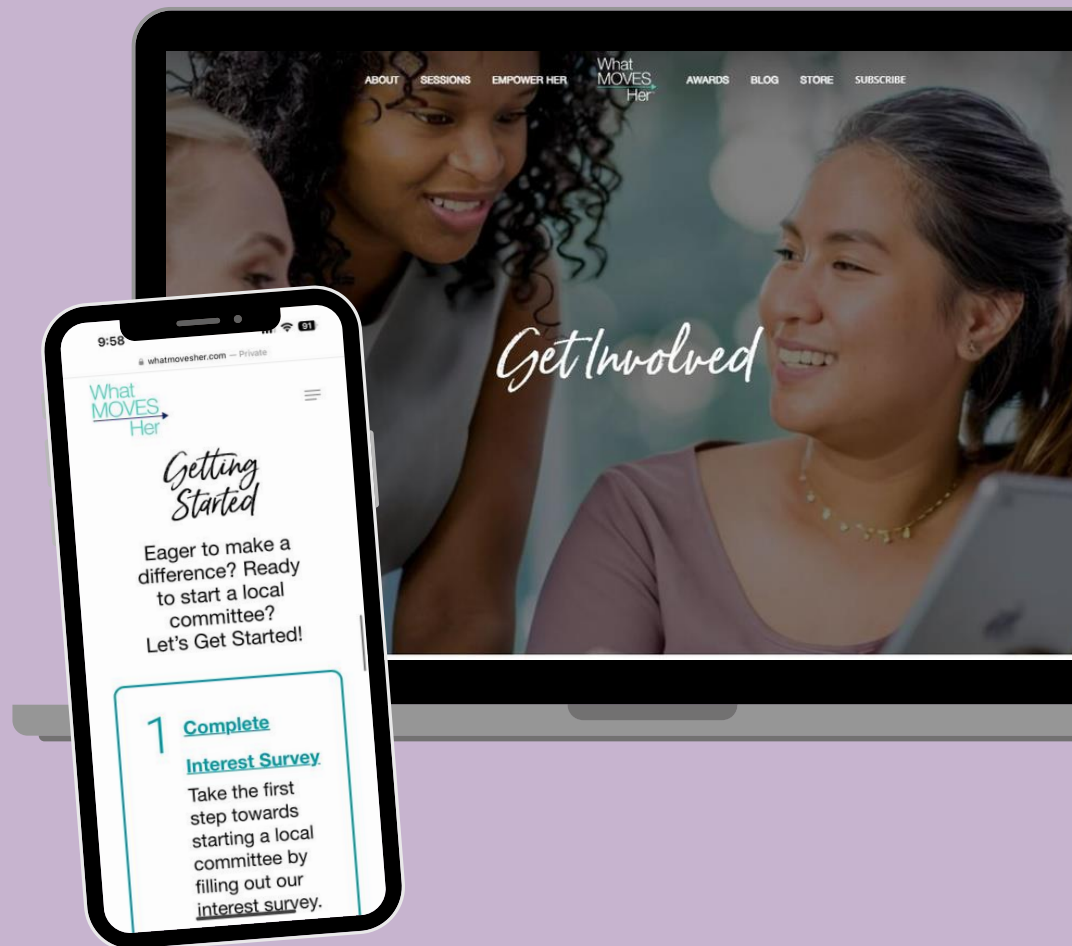
## Learn More

Visit [whatmovesher.com/get-involved](https://whatmovesher.com/get-involved) to learn more or read our Local Community Activation Guide.

## Questions?

If you have additional questions, please reach out via email to [whatmovesher@anywherebrands.re](mailto:whatmovesher@anywherebrands.re) and our team will promptly reach out.

We look forward to hearing from you and working together to make a positive impact in your local community!



**ELEVATE YOUR** *career.*  
**EMPOWER YOUR** *community.*  
*Networking. Events. Podcasts. Female empowerment.*



Join the community by visiting [WhatMovesHer.com](https://www.WhatMovesHer.com)  
Connect on social media [@WhatMovesHer](https://www.instagram.com/WhatMovesHer)

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