**Topic #7 Brainstorming: Member Communication: Branding, Consistency, Social Media**

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| **Based on the topics discussed in this segment, what are things your affiliate is doing well?** |
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| **What things does your affiliate know it needs to work on?** |
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| **What are some new ideas to bring to your Board for discussion and possible adoption?** |
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| **What information would you present to help your Board reach a decision?** |
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| **What communication methods do you think would work well?** |
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| **What preliminary steps should your affiliate take to achieve the goals you’ve outlined?** |
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| **What long term steps should your affiliate take to ensure success?** |
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| **How will you solicit feedback on changes made, evaluate feedback, and incorporate changes to continue to improve?** |
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| **Please include anything else to help you achieve your goals:** |
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