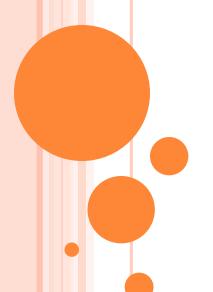


REFRESH



REBRAND

LIKE CHILDREN OUTGROW THEIR CLOTHING, WE HAVE OUTGROWN OUR BRAND.



In 2012-13, we embarked on an exciting new rebranding for organization. We completed the process and want to share the rebranding with you.





What is Rebranding?

Rebranding is the creation of a new look and feel for an established product in order to differentiate the product from its competitors. Rebranding efforts may include a name change, new logo or packaging and updated marketing materials that includes the latest industry buzzwords.

The goal of rebranding is to influence a customer's perception about a product or service by revitalizing the brand and making it seem more modern and relevant to the customer's needs.

(from Business Terms Glossary)

Why Did We Rebrand?

In our 53 years as an organization, we have been so successful that we have outgrown our brand. This is a good thing. We needed to rebrand ourselves to revitalize ourselves and our membership.

We embarked on rebranding our organization so that our brand better reflects our organization, its mission and the members it serves.

- Our current brand/name is: difficult to say, the acronym is not easily recognizable, our name needs explanation of all we do and is not inclusive of all our members
- We are more than just a "Mothers of Twins Club"
- We need to revitalize our membership
- We need an exciting and modern brand to infuse new energy into the organization and to make us more valid in the current marketplace
- We must be seen as the premier organization and leader of all things multiple birth related that serves parents of multiples, local clubs, media and the public in support, education and research
- And a new brand will position us for the future to grow our membership, receive donations, sponsorships, etc.

Rebranding Will:

- Renew our reputation as the premier organization for parents of multiples
- Refresh our appearance to greater appeal to our members, the public, the media, researchers, doctors and other professionals. Revitalize our presence and increase our visibility nationally and internationally
- Increase the recognizability of our organization, of our mission, of the support we offer, of the education information available and the research we provide and participate in
- Improve our reach with our target market for membership, donations, media coverage, sponsorship, etc.
- Grow our membership numbers

Rebranding Process and Updates

Membership was kept in the know through:

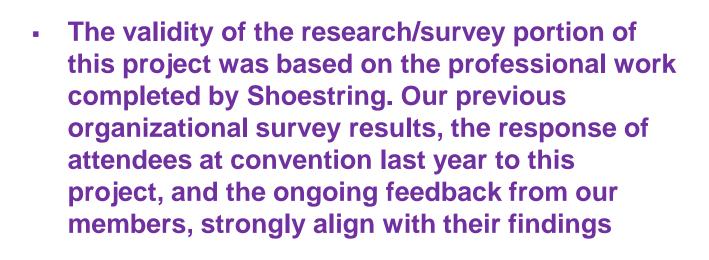
- Multiple Messages
- NOMOTC's Notebook
- Organizational Mailings
- Website Posts
- Rebranding Our Organization Webinar
- FAQ Flyer Rebranding Our Organization

What is a Trade Name?

A trade name is a name that allows you to do business as a name other than your charter name

HOW WAS TRADE NAME CHOSEN?

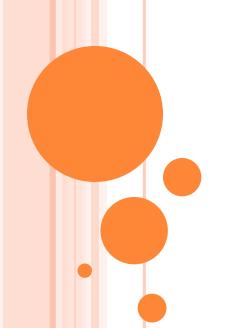
 Our rebranding company worked with the board of directors and surveyed members to gather input and use it along with best practices in nonprofit branding to determine where we needed to be as an organization



From the information gathered, Shoestring stated that the desired brand perception includes 3 clear themes:

- SUPPORT An inclusive national membership organization that provides support for all people connected with the work of raising multiples—by providing practical information and opportunities to network with others who share in the joys and challenges
- EDUCATION + RESEARCH A national leader in educating all people connected with the work of raising multiples by providing access to the best information and advocating for additional research in the field
- FRIENDSHIP + COMMUNITY An inclusive national membership organization that facilitates a community of people connected with the joys and challenges of raising multiples

And a brand challenge was revealed



The challenge is striking a balance between the "organizational" feel (that lends credibility) and the "friendly" nature of our organization (that can come across as less professional).

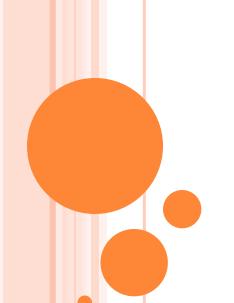
The goal is to be seen as BOTH credible and approachable.

Also revealed

- We must distinguish ourselves as the premier organization for all things multiple birth related
- Our new brand/trade name must be something that local clubs/members can easily understand and embrace
- Our new brand must be regarded as professional
- Our new brand/trade name must be simple and short with an easily recognizable logo
- Our new brand/trade name doesn't have to say all we do in the name as long as the tagline says it

Our new trade name





Our new trade name and logo



CONNECTING + SUPPORTING MULTIPLE BIRTH FAMILIES

(Also known as the National Organization of Mothers of Twins Clubs)

support education research

Rebranding Our Organization Poll

Results of Poll revealed:

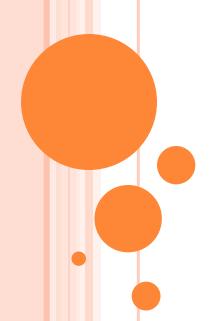
- 78% were aware of rebranding
- 65% feel the new trade name better describes our organization
- 87% feel our new trade name is easier to say
- 73% feel our new trade name is inclusive of all our members
- 73% feel the new logo encompasses our purpose
- 88% noticed the wording "also known as below tagline
- 87% feel the new trade name/logo give our organization a more contemporary feel
 - 67% feel the new trade name/logo gives a more sophisticated presence when reaching our members, researchers, public, media
- 87% feel the new trade name/logo gives our org a fresher look
- 94% feel the new tagline "Connecting and Supporting Multiple Birth Families" illustrates our mission



Marketing our new trade name

We plan to be aggressive with marketing of our new trade name so the perception of the public is in line with our mission.

- Brand the word MULTIPLES to mean Multiple Birth
 - Think Kleenex and Band-Aids
- Attracting advertisers and partners
- Announcing Multiples of America aka NOMOTC to:
 - Media
 - Sister Multiple Birth Organizations
 - Other non-profit organizations
 - Hospitals
 - Researchers
 - Public



Costs of Rebranding

- The contract was for \$10,425. We budgeted:
- \$6,000 under the Publicity/Marketing line item and \$9,080 under Internet/website which totals \$15,080. We are under budget by \$4,655
- Under strong recommendations of our rebranding company and lawyer, we have begun trademarking our name and logo with an estimated cost of \$2,000
 - We will file with the State Department of Assessments and Taxation of Maryland a trade name certification and pay the \$25 filing fee

Impact on501(c)3 non-profit status

■ The BOD has done our due diligence in all aspects of rebranding. We have contacted our lawyer and auditor about this, group exemption and other tax questions. Both the lawyer and auditor have said that a name change whether via a charter amendment or by trade name registration will require NOMOTC to make such a change by notifying the IRS on its next annual return and this change will NOT affect our 501(c)3 or non-profit status.

 Attorney who specializes in 501(c)3 work also advised that fully changing the name will cause less confusion when your organization is listed in 501(c)3 donor list.

Will Clubs Have to Change their names?

- No. It is entirely up to your club or state organization.
 However, you may wish to tie your local club name into our new trade name
- Many clubs and state organizations have patterned their name after National's. But changing your name is each club's or state organization's choice
- Most certainly there will be clubs who decide to follow suit with National. Multiples of America allows for customization by local clubs and state organizations.
 - Multiples of Greater Kansas
 - Multiples of America Greater Kansas,
 - Multiples of Kansas
 - Any number of variations
- The local club or state organization will need to follow their own bylaws for a name change. You can contact the Parliamentarian at <u>parliamentarian@nomotc.org</u> with questions about this process

Comments from our Clubs

- Just wanted to let you know my membership appreciated the rebranding presentation. All were impressed and enthusiastic about the changes - well done! Thank you for allowing me to share it with them!
- I'm excited to hear about the rollout of the new logo and branding.
 I watched the webinar and the logo is awesome. Keep up the great work!!!
- I was sold on the idea when I watched the webex.
- Love, love, love the new logo/brand name for national. I'm so very happy to see something new and fresh. I also love how its informative, professional and friendly. Way to go!!
- Thanks for all that you do for NOMOTC aka Multiples of America. (I've very excited about the rebranding effort too.)
- I just viewed the webinar and it was great!!!! Thank you to yourselves and the board for such a great job! I absolutely love the new name and look!!!!
- You hit the ball out of the park with the name and logo! Great job!

Next...

- We have begun the process to re-design the website to complement our rebranding
- We have begun the process to re-design NOMOTC's Notebook to complement our rebranding
- New items/products have been ordered and are available for purchase during convention. More items will be added and placed on our website in the coming year

Next...

Our new website address

www.multiplesofamerica.org will be operational
after convention. We will have a temporary header
for our website pages. Our former website address
(www.nomotc.org) will automatically transfer
people to our new web address at that time.

CONNECTING + SUPPORTING MULTIPLE BIRTH FAMILIES



support education research

(Also known as the National Organizations of Mothers of Twins Clubs)

Home | Contact NOMOTC | Members Only | National Workers | Logout



Expecting Multiples Multiple Birth Facts Incidence of Multiple Births

Multiple Links/Resources
Just for Parents

Multiple Birth Awareness

Find a Local Club Member Club Links

Join NOMOTC Club Membership

Individual Membership NOMOTC's Notebook

Columns Features Next Issue Staff

Subscriptions

Research

Multiple Birth Data Form Research Glossary Archived Research Reports

Conventions

Convention 2013 Convention 2014 Convention 2015

Online Store What's New Find out What NOMOTC Is and the benefits of membership.

March's issue of Multiple Messages, NOMOTC's monthly communication, is now available online.

The NOMOTC Executive Office will be closed March 27th - April 1st for the Easter Holiday.

facebook

Please join us on our one of our six NOMOTC Facebook pages:

NOMOTC Group page NOMOTC Private Page NOMOTC Fan Page Special Needs Support of NO

Special Needs Support of NOMOTC
Single Parent Support with Multiples of NOMOTC
Higher Order Multiples of NOMOTC

Welcome to the Wonderful World of



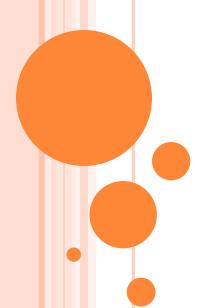
Find a Club

Let us help you find a local Parents of Multiples club (POMC) in your area. Visit our list of member clubs, or enter your zip code or city below and find a club near you.

Find a club

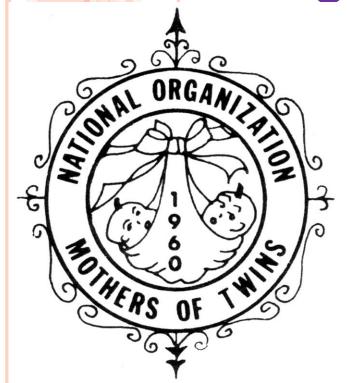
Individual and Professional Affiliate memberships are also available.

Just For Parents of HIGHER ORDER MULTIPLES (Triplets and more)



Our Goal with Rebranding our Organization:

Building our Future While Never Forgetting our Past







Here's to our Future!

multiples

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support education

multiplesofamerica.org

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