



Grange Heroes for our Hometowns

*A use-guide for a theme
that captures our identity*

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Please be sure to read this guide before creating any materials for your Grange using the Grange Heroes theme as there are several legal notes regarding the use of the words Heroes and Superheroes and considerations to maintain our own brand integrity.



A Theme for all Granges

At the 152nd Annual National Grange Convention, National Grange President Betsy Huber unveiled the 2019 Grange Month theme, “**Grange Heroes in our Hometowns,**” but noted that we can use this theme in many ways to communicate about the Grange in 2019 and years to come.

This is an exciting way for us to talk about the Grange and its impact to those outside our Order, but also a great way to remind our members of how important their service is to others.

In this guide, we’ll look at how this theme can be used by members when interacting with their communities, members of the media and on their social channels. We’ll also discuss ways members can encourage this branding to be shared far and wide. However, we must also look at the parameters that must be set with using this theme and examine ways your National Grange will provide you support to best bring positive attention to your local Grange and our Order as a whole with this messaging.

First, let’s start with a bit of background.

Superheroes: The Backstory

Superheroes were born of comics and have crossed over into all parts of media and life. From children’s toys to pet costumes, adult t-shirts to widely shared memes, the images of all things super are everywhere.

The first documented use of the word “superhero” comes in 1917 according to Merriam Webster, though there were many stories that created an outline for the archetype later characters were built upon. By the mid-1940s, superheroes were everywhere and the biggest U.S. creators were DC Comics and Marvel Comics, who to this day are still at the center of the superhero universe – and claim ownership as we’ll address next.

“Superheroes” and “Heroes” in Branding

As a result of the popularity of superheroes, many organizations and companies have begun to use this term, as well as “Heroes” as trademarks or as part of slogans. We need to be careful about how these terms are used so that we do not run into anyone else who has trademark rights in these terms. For example, DC Comics and Marvel Comics jointly own several trademark registrations for variations of “Super Heroes” and “Superheroes” for clothing and publications (comic books). There are also several charitable organizations who are using “Heroes” as part of their names or as slogans to identify their services. This does not mean we cannot use “heroes” or “superheroes” in promoting this theme – we simply need to be careful not to accidentally infringe on anyone else’s rights.

To put this in context, we have had issues with third parties using the term “Grange.” These entities claim that “Grange” is a “common word found in a dictionary” and therefore



should not be “owned” by any business or entity. However, we know that when these entities are using “Grange” as part of a name or slogan, people may believe, mistakenly, that there is a connection between the goods or services of these entities and the Grange. As we expect our trademark to be respected, we will do the same with the terms “superhero(es)” and “hero(es).”

What does that mean?

When creating social media posts, advertisements and posters for events – something we will produce at the National level and make available to all Granges for adaptation (addition of your Grange and event details) – we must be cognizant of the legal parameters established. We will not be using “hero(es)” or “superhero(es)” as slogans. However, we can use these terms generically and in sentence context to mean people who are courageous, noble and serving their community! For example, it is acceptable to describe our caped Grange members doing good for their community as “heroes” or “superheroes,” or to use these terms as part of a sentence. It is also acceptable to use the full identifier for the theme — **Grange: A fraternity training heroes for our hometowns since 1867.**

Comics and Capes are part of the Iconography

Because caped heroes and comics are intertwined, the look and feel of comic books has been built into our initial posters, social media posts and more for this Grange Month (and entire 2019 year theme). The comic feel helps carry the larger than life, servant of others messaging and provide a



Superheroes resonate with kids of all ages (and bonafide adults, too). They also know no gender – or at least their followers don't. They are popular among boys and girls.

Courtesy of Molly Newman, Master of Pleasant View Grange #1459, KS, pictured here, with her husband, Vince, and their daughter, Kimber.



consistency in approach we don't often see with Grange advertising.

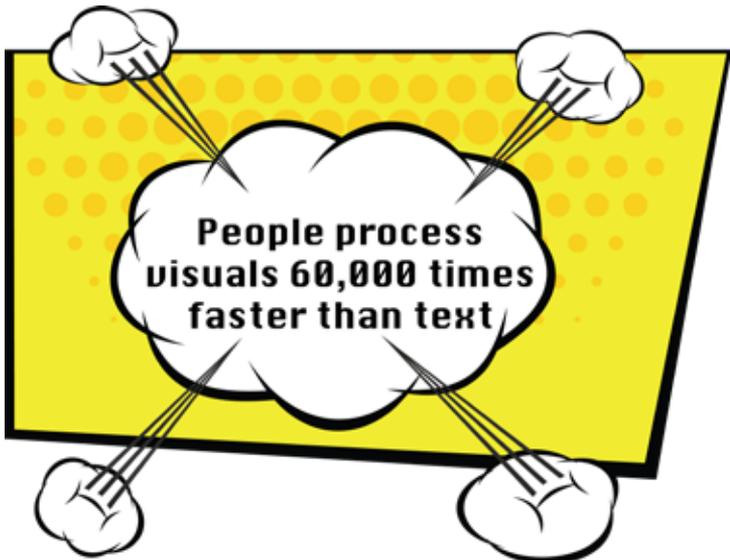
Use of a single element – the cape - that is considered part of the look of a superhero, coupled with the word "superhero" or "hero" in our promotions may bring to mind characters like Superman, Wonder Woman, Black Panther and others, but should not constitute trademark infringement so long as we are diligent in use and work within our defined scope.

Additionally, literal capes donned by our members when doing their good work for the community is a cornerstone of this campaign. It allows for quick recognition of messaging – we are working to do good for others, in some way serving as protectors or saviors – and will give passersby a reason to

take pause and potentially take a picture to share with others of Grangers in action.

If you've ever seen a caped-child walking down the street to the Halloween parade or someone in costume with a cape outside a business, you know immediately there is a play on the idea of a superhero. When you see something out of the ordinary – which individuals in capes definitely fit that definition– you are compelled to ask questions. There is little explanation that must be done about what you are trying to convey – and there is an open invitation then to ask “why” or “how” are you heroic. Even for the most cynical and shy who may not ask you directly about your fashion choice, they may go home and talk to others about seeing a group in capes or take to social media to share their experience.

So, you can understand why having a theme that incorporates a visually, easily understood element, is an important way to quickly introduce people to the Grange and pique their interest. There's science behind the concept, too. People process visual images faster than text - 60,000 times faster, and color visuals increase readership of a piece of content



by 80%. In this fast-paced, dwindling attention environment, photos, graphics, short videos and other media that people can digest visually are vital to the success of any campaign.

Further, anything that can easily be shared with little explanation or with an inherent invitation to make brief comment can create a buzz that is often hard to do in other more text-heavy ways. Incorporating capes – an essential part of the superhero identity – to annual affairs or pop up events adds an element of curiosity.

Even if an event you've planned doesn't include a "part" for our capes, we can still use the Super G element and the overall concept of Grangers as heroes in our invitations, social posts, discussions with community leaders and reporters, and more. We can reinforce the idea that being a Granger is something to aspire to, something that comes with real value to those who join and the communities they serve, and is something they can be proud of.

Finally, think of the element of the cape as similar to adding a tie for dinner – sometimes a small costume shift can change the lens through which something is seen. If you want some-



Each superhero comes with his or her own brand, complete with a strong logo that distinguished them. We have produced a logo to go with this theme – a Super G if you will – to tie all pieces together visually.

one to see you as more serious or an event as having some greater relevance, you dress for the part. When you wear a tie to dinner, the event shifts from casual to more serious, and certain expectations are created about the meaning of the event and our expected demeanor.

Adding a cape does not change what we're doing, but it does change the way we and others perceive our actions. We add more value because we've added the concept of "hero" and to be heroic is to do something courageous or outstanding. We interpret our fundraising for the local fire company as more than just a simple philanthropic moment but as part of a larger cause to champion the existence of our hometown and support or continue the structures that make it great.

What we do everyday in Grange is good for our neighbors and our world, and that is the base of heroism. The cape reminds us to look for what is heroic in our actions, and allows us to see that even the smallest forms of outreach and community engagement can make a difference in the lives of our neighbors. For them, we are heroes.

We can believe again in our power

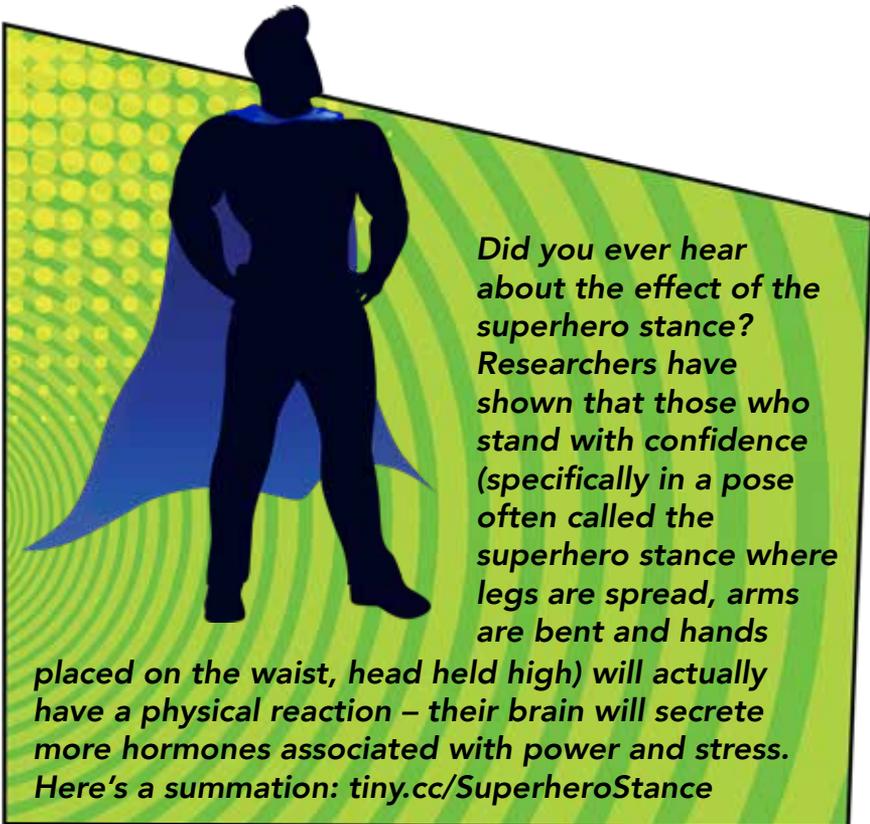
Internally, this campaign can also be a big winner and it comes at a great time.

How often do we hear Grangers lament what we cannot do, or wonder about our relevance? It's hard sometimes for members to see our impact, believe in our ability to make people's lives better and enjoy their membership when we hear constant negatives – our membership is declining, we are in a desperate financial position, there is a leadership gap, etc.

The continued use of the hero concept helps contextualize why we do what we do – even when that "what" is much smaller than it used to be. It also allows us to truly say that even though we currently don't have a broad-reaching proj-

that we are known for, our flexibility with local programming and our hometown approach allows us to fill gaps and that is our brand. We can be called to action on a local level quickly and become heroes – that 1960s TV show hero that goes from businessman to cape-wearing superhero in the matter of seconds. Our flexibility through grassroots works for us.

As we tie on capes and look at what we do in a different light, we realize just how important Grange is in our hometown, and the necessity of that work to continue. We also potentially inspire another generation or two or three. Long after they understand that superheroes aren't "real," kids look up to superheroes and want to be like them, and that



Did you ever hear about the effect of the superhero stance? Researchers have shown that those who stand with confidence (specifically in a pose often called the superhero stance where legs are spread, arms are bent and hands

placed on the waist, head held high) will actually have a physical reaction – their brain will secrete more hormones associated with power and stress.

Here's a summation: tiny.cc/SuperheroStance

feeling doesn't often fade by the time someone hits the age of majority. By helping to define heroism as dedicated servants of our communities who make the lives of other better, young people may consider being a hero of a different sort - a Grange member. When we use this theme, our message is amplified, it's easily understood, sharable and pulls on heart-strings. It inherently makes someone ask what is heroic about our work and then what will happen when we - these heroes in our hometown - are not there to do that work. And they just may walk through our doors and earn their own capes.

There is a simple truth: sometimes magic happens when we just believe. We can convince ourselves of our power or our ability in physical ways, from our outfit to our posture. As we gain confidence, much of the rest of our situation may not have changed, but the way in which we approach things, our positive attitude and our expectation for success all increase and in fact increase our chances for doing more and being greater.

Things to remember

Ask yourself when using this visual appeal and messaging: how is this event/action good for my community or members in it? When you can put into words the heroism, you can include the cape and comic concept.

Examples

- Your Grange is holding a bake sale to benefit your hall.
Wearing a cape here can work if you can talk about your hall as a community resource and your members as the protectors/keepers of that resource for the good of your hometown.
- Your Grange is delivering dictionaries to third-graders.
Wear a cape make sense. You are giving a gift that encourages literacy and empowers these young readers and writers to find their own voice for good.

It's True! Grangers ARE Heroes

A few years ago I was talking to a woman who told me she wasn't sure what the Grange did other than hold pancake suppers in her community, but that those events helped feed her family when they struggled. She told me that she and her husband had married after he was hired at a local factory. He made good money and she quit her teaching job about a year after their marriage to have the first of children. A few years and two more children later, they were doing well, with a house and two cars, after school activities for the oldest child and money to take a vacation once a year.

Then the factory closed and she went to look for work again as a teacher to help them get by but all she could find was part-time substitute teacher work. Her husband was holding two part-time jobs at a time but still making less than half of what he had at the factory. In all, their income had been cut nearly in half and with growing children, their grocery bills never seemed to reflect that pinch.

It was then that she started taking notice to low cost and freewill donation meals offered by the Grange in their area. The nights she and her family went to the Grange for those meals, she said, were some of the only ones where she did not hear her kids complain of still being hungry after dinner was done.

She said some time later, after her husband found work in another community and they moved, she was sorry she hadn't ever said a proper goodbye and thank you to the "older folks still working their tails off for the community." I remember her saying "I don't think the Grange people will ever know how much those dinners meant to my family." These Grangers, planning and putting up flyers, opening their hall, cooking and serving others, cleaning dishes and heading home were heroes to that family, and I'm sure that's not an isolated story.

To those who are food insecure, a low-cost or free meal can make all the difference. To those folks, we are indeed heroes.

Versatility built in

There are many ways to use this idea in 2019 and far beyond, and with the exception of pre-designed Grange Month materials, the theme of Grangers as heroes can be reworked and incorporated into all kinds of communications by your Grange.

Consider how easily your Grange could ...

- talk about all the “heroes behind the scenes” necessary to plan and hold an annual community parade;
- show off photos of the WWII bomber with some newspaper clippings about past members who raised money to fund the plane’s purchase;
- display photos of members with details about how much money they have helped raised for the local fire company with their service at years-worth of events;
- include in your outreach to potential members and the media information about how many hours your Grange members have worked to serve others and how many dollars have been donated over a course of time (year, decade), as well as information about how many people in your community are food insecure or living below the poverty line who may benefit from your low-cost food events and more.
- thank supporters for donations to your building - the meeting place where Grange heroes come to plan how to improve the lives of others.

Like we did last year, our social posts can show real-life actions by Granges with the logo/phrase on it, reiterating the idea that our members are heroes to their communities through their actions and their commitment. This can be done across all platforms, at every level of Grange. It is not exclusive or limited to just the National level. States can show how their members are heroes, how their work advocating for

those affected by things like the digital divide make them heroes in their outreach, how their scholarship funds make them heroes, and more. We can talk about how even these small things – that the poorest of Granges can do – can change people’s lives and help make their communities better places.

Grange Month Poster Ready & More Material Coming

As noted before, the number of trademarks for words like superhero and hero provide a small challenge when we create items using this theme, but never fear! Your National Grange is here!

Our Grange Month poster is already available and on your State Master’s USB drive! It will also be online at national-grange.org/grangemonth soon.

The design includes a series of comic blocks that show our values – what make us heroes for our hometowns. There are no capes but you get the message quickly enough. The same can be done with invitations to dinners, dances and meetings for your Grange through comic-style images. When you hold a planning meeting and someone talks about the heroism that is Grange work, or wears a cape during a community event, the message is solidified.

The National Grange Communications Department, with legal review by our in-house Trademark Manager Spencer Sanders, will provide you will a variety of different posters, social posts that can be shared and more.

Additional Grange Month materials will be sent by email from the National Grange to all members on our mailing list. If you do not receive National Grange emails, please send a note to IT Director Stephanie Wilkins at swilkins@nationalgrange.org to get on our list. Other resources that can be used throughout the year will be sent regularly throughout

In the next section of this Use Guide, we'll talk about how you can simply take the prepared materials and use your computer at home to personalize them for your Grange.

Resource Adaptation/Personalization

There are a few types of files that will be released including DOC word files for fill-in-the-blank style press releases and media alerts; PNG image files that can be used for electronic posts/distribution or on printed materials; PDF posters; and JPGs for inclusion into ads or posters or electronic distribution.

PNG images

We are creating several background files with the comic look or a hero concept. Each has an area where you can "write on" your own Grange information. For example, the block to the left already has the branding – the Super G and long campaign identifier, "Grange: A Fraternity Training Heroes for our Hometowns since 1867" – and room for your Grange event details.

If you are comfortable with photo editing tools on your computer, feel free to edit with the program you most like. However, there are free, easy tools online that can allow you to add text to PNG files. The easiest tool is at <https://addtext.com/> where you can simply upload the PNG file and add the information you wish. (We recommend using for all your images during this campaign the default Block Caps font.) When you're finished DOWNLOAD and then share to your social media profiles. There is also a related app for your Android device or iPhone/iPad that can be downloaded and use.

PDF Files

PDF files can be inserted into a Word document and you can create a text box to add your personalized informa

tion. It's easy.

First, open a new Word document and change the margins to 0" (click "ignore" on the alert about print boundaries). Then Insert > Picture from File and select the PDF provided by the National Grange. Hold down the SHIFT key and using your mouse, click on a corner to stretch the image to the full size of the page. Now, Insert > Text Box and type your details. Then in the Shape Format tab, click on the Format Pane, choose Line and click on the "No Line" option. Save your document and print or distribute as you wish.

The process is similar with other Office/document applications.

Additional Assistance

Many states have now had someone trained through the Communication Fellows program. Each of those members should be able to assist you with adapting any materials using this theme for your Grange or help with press releases and other items that will allow you to connect the theme with some of your regular or new programming.

If you need further assistance, you can contact Communications Director Amanda Brozana Rios at communications@nationalgrange.org or by phone at 301-943-1090. She will match you with a fellow or work with you to prepare your materials. Please do not wait until the last minute. All requests for assistance should be at least 30 days prior to your expected use of the produce (ex. If you intend to send a media alert and then press release to your local media, you would do so about two weeks prior to your event, so you should contact the National Grange Communications Department at least 45 days in advance of your event).

Get your Capes ready!

You can buy your cape, complete with the Super G logo, from the Grange Store @ Monroe Classic (promoplace.com/grange) or make one at home.

If you choose to make your own cape, make sure you have the Super G as part of it. You can use a printable transfer paper or Cricut to create this at low cost. Use a full sheet of transfer paper for dark surfaces (you want a white Super G or gold if you're using a Cricut is fine, too) to put on your royal blue cape if you're making it for Subordinate Grange or a bright red cape if you're making a Junior Grange cape.



Grange Store™ by Monroe Classic - www.promoplace.com/grange or www.monroeclassic.com
Order on line or call Monroe Classic, Inc. at 1-800-868-2330 ! or email sales@monroeclassic.com

APPAREL | PROMOTIONAL ITEMS | JEWELRY | REGALIA | FUND RAISING PROGRAMS

nurturing hope



enhancing the lives of our neighbors



dispensing charity



feeding the hungry



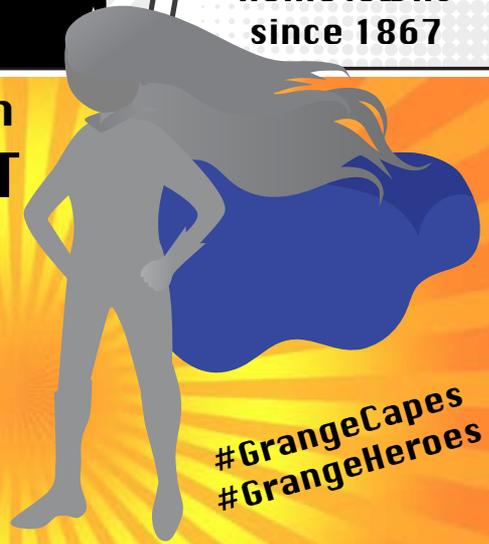
encouraging active, informed, engaged & peaceful citizenship



GRANGE[®]

A fraternity
training heroes
for our
hometowns
since 1867

make an impression
DRESS THE PART



#GrangeCapes
#GrangeHeroes