

## **41 United Mission**

The 40 Regions under USA Volleyball unite to provide service, resources, and benefits to volleyball communities nationwide. 40 Regions. 1 Family. 41 United

## **41 United Logo Process**

Quality Resource Group (QRC) was contacted on April 13, 2020 to design a t-shirt logo. QRC was selected due to 1) already having a great working relationship with North Country Region/Laura Bush 2) urgency to complete logo selection quickly and 3) North Country Region offered to pay for graphic artist's efforts.

The initial email to QRC:

*The t-shirt is a fundraiser to financially assist volleyball families and volleyball clubs through the volleyball slowdown. The project is spearheaded by the 40 Regions under USA Volleyball. Keywords that come to mind when thinking of this project (not necessarily need to be used in the logo) united, family, USA, volleyball, we got your back.*

*Each Region functions as its own entity under the umbrella of USA Volleyball. Think of the Regions as states and USAV as the federal government. I think this is the first we have collaborated as regions and with USAV in such an effort.*

All committee members were sent the initial and updated logo designs, which allowed feedback on the designs, polling/rankings of the designs, and to reach a final decision on the t-shirt logo. QRC did nearly 20 unique logos until a final logo was selected by the majority of the committee. (Please see attachment of the final t-shirt logos.)

Due to time restrictions for design approval, it was decided by the committee that "USA Volleyball" would not be used as a part of the final logo. Logos were created that did utilize "USA Volleyball;" however, the permission process would have delayed the timeline beyond what anyone was comfortable.

## **Marketing Campaign Assistance**

The success of raising funds for the grant will be dependent upon the participating Regions to market the **41 United Grant** through direct email, mass email, social media, and promotion across websites. To assist with and support your Region's marketing campaign, this committee has provided the following marketing resources as suggestions for your use:

- Email to Region Members: see enclosed below
- Facebook Post: see enclosed below
- Website Post/Newsletter Post: see enclosed below
- Instagram Story Post: see <https://www.usavregions.org/41united.html>
- Instagram Feed: see <https://www.usavregions.org/41united.html>

Additional Marketing Materials and Information can be found at <https://www.usavregions.org/41united.html>

You can make a difference by joining a united effort to support our Region's volleyball clubs and members who have been financially harmed during these times. As **40 Regions** working as **1 Family**, the **41 United Grant** will fund need based grants through a one-of-a-kind 41 United t-shirt sales campaign. The **41 United** effort is launched here: <https://41united.org/>.

USA Volleyball Clubs and members who are in need of a momentary financial lift will submit a **41 United Grant Application** [<https://tinyurl.com/41UnitedGrantApplication>]. Criteria for eligibility to receive a grant will be based on the grant application questions, so administering of this effort is consistent for applicants from all 40 Regions. The Grant Committee will process and review the applications from the clubs and members. Proceeds from the **41 United Grant** will be awarded by the Grant Committee to those applicants based on need.

*(NOTE TO REGION SOCIAL MEDIA: need to create link to your website or to the t-shirt site)*

*(NOTE TO REGION WEBMASTER: need to create landing page for grant application and provide website link to grant application)*

- Facebook Post

40 Regions. 1 Family. 41 United. The **41 United Grant** is created to financially assist our Region's volleyball community that is negatively impacted by the nation's economic slowdown. When you **make a difference** by joining this united effort with [your Region Name] and all Regions across the United States we can make a powerful, positive impact in a person's life. As **40 Regions** working as **1 Family**, the **41 United Grant** will fund need based grants through a one-of-a-kind 41 United t-shirt sales campaign. USA Volleyball Clubs and members who are in need of a momentary financial lift will submit a **41 United Grant Application** [<https://tinyurl.com/41UnitedGrantApplication>]. Proceeds from the **41 United Grant** will be awarded by the Grant Committee to those applicants based on need.

Learn more about the **41 United Grant** and how you can support your local volleyball community by clicking this link [<https://41united.org/>]

*(NOTE TO REGION SOCIAL MEDIA: need to create link to your website or to the t-shirt site)*

*(NOTE TO REGION WEBMASTER: need to create landing page for grant application and provide website link to grant application)*

- Website Post/Newsletter Post

The volleyball community can use your help. [Your Region Name] is participating in the **41 United Grant** campaign to assist our Region volleyball clubs and members who have been financially injured during these unprecedented times. The 40 Regions under USA Volleyball have joined efforts to assist one another in supporting the entire volleyball community. When you purchase this one-of-a-kind 40 Regions, 1 Family, 41 United t-shirt, you make a positive difference. Proceeds from the **41 United Grant** will be awarded by the Grant Committee to those applicants based on need. To assist our clubs and members, purchase a **41 United t-shirt** [<https://41united.org/>]. If you are not able to purchase a **41 United t-shirt** and are a Region Club or member in need, then please complete the grant application [<https://tinyurl.com/41UnitedGrantApplication>]. Our goal is assist everyone which will take all of us doing something together.

Regions, of course, can create their own 41 United emails, social media content as well as edit the resources provided. The only request is to please be accurate with the information so that trust is furthered strengthened through transparency.