



Dear Chapter Presidents and Board Members,

We are pleased to offer a high-quality marketing piece to you and your chapter boards for use in promoting the NEWH mission through your events and fundraisers. NEWH has paid a professional company to assist in the production of a long-term video campaign that will benefit the organization. We expect our chapters to support us in this very important mission to deliver the message of NEWH in a professional manner. Please read the guidelines below and know these are written with the intent to protect the value of our investment in this video campaign and assure its success.

There are two versions of the video (6 minute and 1 minute) but we are encouraging our chapters to utilize the longer version as we feel it has the most impact. As we progress with the campaign in the future we will shorten the length of the feature video with the intent of the length being no longer than 3 minutes. The abbreviated version may be used on a request basis only. Please contact the NEWH Inc office if you would like to request the shorter version.

*Key objectives of the creation and use of this film are:*

- *Increased brand awareness*
- *Expanded reach and education for scholarship applicants and recipients*
- *Invitation to increase participation with NEWH towards the mission of scholarship*
- *Reward the chapter's members and thousands of volunteers by sharing the stories from the people they have impacted with their donation of time and money*

We are thankful for all your hard work related to the selection process, raising the funds and the award ceremonies you gave to these deserving students. We are proud to share their stories, which are your stories too. Let's get the word out with the use of this video in the best way possible and we thank you for your continued support of NEWH!

#### **NEWH Video Use Guidelines - Chapter Usage**

**Accompanied with full length 2017 "Opening Doors" video link**

*Chapter Presidents will be responsible for authorizing the access to the video link and assure the use meets the guidelines below.*

#### **Presentation**

We recommend chapter president present the video at all events except scholarship related events in which the scholarship director should present it.

When you have an opportunity to show the full-length version, it should always be a feature presentation. We don't want to over use it so please be selective as to when and where the video is presented. The intention is not to oversaturate our audience who will also see this at international events and programs. We want to maintain the value, hence the specific instructions on how and when to use it.

We do not allow looping or silent background use of the video, this should be considered a focal point within the event and featured as part of your main presentation.

### **Recommended Events**

Show at membership drives, fundraisers, scholarship awards

### **Venues**

Do not show this video at bars, networking sundowners, or anywhere where you cannot actually hear the video. Do not minimize or de-value the video, the scholarship recipients or its importance to NEWH.

### **Sharing**

Do not email out, e-blast, or digitally share the link to this presentation. All links emails and sharing will be handled and/or approved by the Inc Office. Any distribution other than the recommendations stated here should be submitted to the Inc Office for approval.

Scholarship Directors can show at schools with an in personal presentation to the students. (see guidelines for presenting NEWH to students)

Email out link with the scholarship packets

### **Collecting New Stories**

Call for video submittals from past NEWH scholarship recipients

We want more stories! Our goal is to create additional videos every year, however we need to get your chapter's scholarship recipients to share their stories. Ideally we want to add in professionals who are already working in the field but have won an NEWH scholarship, we want a variety of disciplines including hospitality management, operations and culinary.

### **Questions-contact us:**

[newh.scholarship@newh.org](mailto:newh.scholarship@newh.org)

800.593.6394