

Creating an identity for your Group

You might think, particularly in the early days, that it doesn't matter what your Group is called. Still less, that you need a 'brand' or 'logo'. But in fact, these things are important, both in giving the group internal cohesion and credibility and in recruiting new people to join.

Consider this situation. You are approaching someone about joining or supporting your new group. Imagine how much more confidence you will inspire in the person you are talking to you if you are able to say

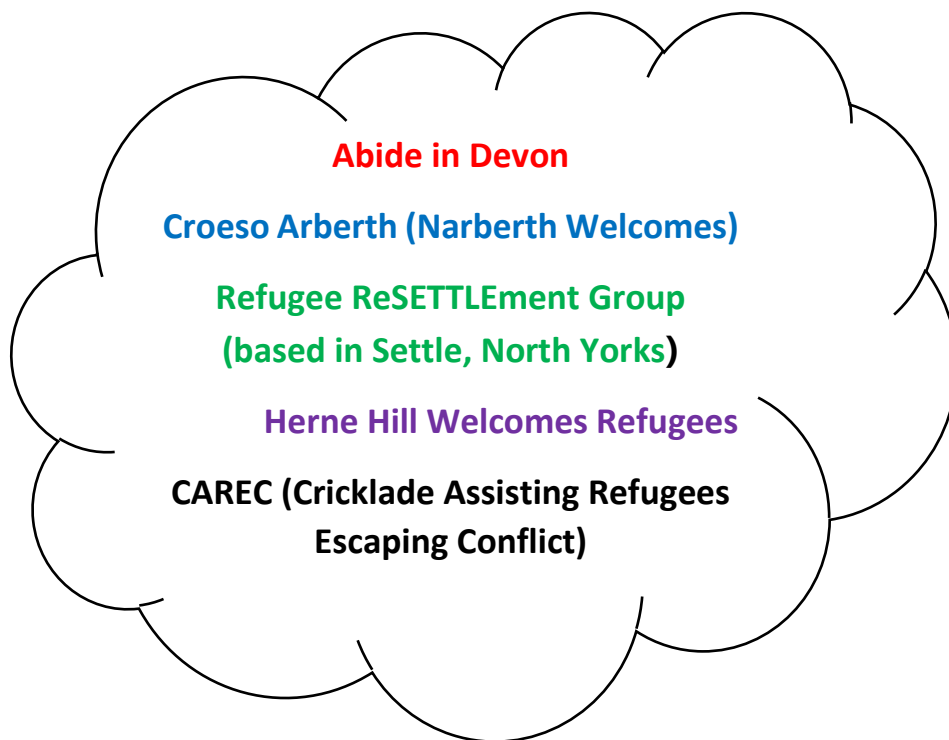
"Would you be interested in joining Greentown Refugee Welcome Project?"

as compared to:

"Would you be interested in joining a group of us who've set up this group that is thinking of sponsoring a refugee family etc etc."

So, we say that as soon as a core group of you have determined to go ahead with a community sponsorship (and that core group only needs to be a handful of people) give yourself on a name.

What you call yourself really doesn't matter that much, though you will probably want to include a place name and words like refugee or welcome. Below is a group name cloud with some group names that we like.



At some stage it is also a good idea to create a logo. This is particularly useful when you start fundraising or putting out communications beyond the group. A brand

identity gives people engaging with you that you are an established and credible entity.

You may be lucky and have someone in your group (or connected to the group) who is the design business and will help you to design a logo and other visual assets, pro bono. This is how Peckham Sponsors Refugees were able to come up with their very snazzy logo



This design was then used by PSR to promote various ventures



But of course, your logo doesn't need to be as fancy as this one, and you can probably design something yourself which will serve the purpose.

Here are some other group logos to give you inspiration.

