

QUESTION 1

Why are we changing our name?

We need a name that better reflects who we are and what we are trying to accomplish in the world. We are a powerful global community of women, girls, and allies making life-changing differences for each other and the world. We want our name and visual identity to match our purpose and mission, the important work we do and the impact we create, as well as the strong sense of community we have with each other. This new name, tagline, and logo work together to create a fresh and modern look that will be welcoming to all and will help us grow so we can deepen our impact.

QUESTION 2

Does this mean that we are changing who we are as an organization?

This new identity is designed to match who we are on the inside, **not to change it**. We have long focused on uplifting women and girls to help them reach their full potential and pursue their dreams, and **this will continue**. This new name will help us achieve our mission of global gender equality by providing a clearer way to explain our work, our mission, and our impact.

QUESTION 3

Will our chapter model change?

Our chapters are and always will be the foundation of our organization and the core of our identity. They will continue to be a place for members to gather, build meaningful relationships with fellow change makers, learn about issues facing women and girls, and take action to further global gender equality. In this time of COVID, we have met virtually, which expands the kind of chapters we can have and allows us to connect people from all across the country.

QUESTION 4

How was this new name selected?

The name selection was a thoughtful, collaborative, and lengthy process. In the spring of 2018, we engaged attendees at our National Conference and followed this up with targeted, member consultation sessions as well as a membership-wide survey. We had a Brand Champions Group, with a broad representation of members, to provide feedback and advise us throughout the naming process, and we worked with a consultant that specializes in creating nonprofit brands. Ultimately, our board approved this new powerful name, tagline, and logo that speaks to who we are today and where we are heading in the future.

QUESTION 5

Why did you select the name Together Women Rise?

Together Women Rise tells the world exactly who we are and what we stand for: **Together**, because our community is strong and cohesive as we all work towards a common goal; **Women**, because global gender equality is our guiding star; **Rise**, because we envision a world where women and girls around the world can reach their full potential and become powerful agents of change.

QUESTION 6

What does the new logo stand for?

Our new logo is bold, fresh, and modern, while at the same time telling a compelling story. In our logo, you can see an interpretation of women coming together around a center circle, which can be viewed as the world, a giving circle like our chapters, and even a reminder of the plate in our past logo. These women -- standing strong with their hands raised high — represent our powerful, global community.

QUESTION 7

Why doesn't the new name and tagline include anything about "dining"? Is dining no longer part of our model?

The word "dining" highlights *how* we gather and raise funds, rather than *why* we exist or what we aim to accomplish. We now have a name that is aligned with our mission and vision and our powerful community. Sharing a meal together will continue to be a part of chapter meetings. As we have always done, we allow our chapters the flexibility to tailor their meetings to the needs and preferences of its members. Some chapters enjoy a full meal with traditional recipes from the featured country; others opt for simple snacks and beverages. In the past year, we have learned that we can meet virtually, connecting people from all parts of the country. Expanding the kinds of meetings we have allows us to be more inclusive.

QUESTION 8

Will we be changing the Dinner Affirmation?

Since COVID, we have noticed that the title and some of the words in the Dinner Affirmation do not apply to all the different ways that our members gather. In the future, we may want to make the language more inclusive of all meeting types. In the meantime, chapters are welcome to continue using the Dinner Affirmation.

QUESTION 9

Are we changing the name because of the COVID-19 pandemic?

No, these changes are part of our new [strategic plan](#) that we announced last fall and were under way long before the pandemic.

QUESTION 10

Will you still accept checks written to Dining for Women? Will this affect my automatic recurring donation?

We will still accept checks written to Dining for Women, although we do encourage donors to start using our new name. If you have set up automatic recurring donations, there is no action that you need to take; your contributions will continue as usual. The only thing that will change is that your receipts will now say Together Women Rise instead of Dining for Women.

QUESTION 11

How can chapters access the new logo for their communications?

We have set up a simple request form. This form is available on the Quick Links page under Chapter Resources on our website, or you can email media@diningforwomen.org. We want to ensure consistent use of the Together Women Rise branding materials and, at the same time, prevent our identity from being used improperly or for fraudulent purposes.