



**TOGETHER
WOMEN RISE**

Collective action for global gender equality

Key Talking Points

ELEVATOR SPEECH

Together Women Rise is a nonprofit organization dedicated to achieving global gender equality. We believe that every woman and girl deserves the opportunity to live freely, pursue her dreams, and reach her full potential.

Together Women Rise is a powerful community of women and allies engaged in learning, giving, and community building. We have hundreds of local chapters across the U.S. Members come together to learn about and advocate for gender equality issues, give grants to organizations that empower women and girls in low-income countries, and build community and connections with each other and with women and allies around the world.

- 1 Our new name, tagline, and logo were designed to honor our organization's past, to highlight our powerful community and impact on women and girls globally, and to set us up for even greater impact in the future.
- 2 This new name and tagline more clearly communicates who we are and what we stand for.
- 3 The word "Together" is front and center in our new name because our chapters are the foundation of our organization and gathering together in our chapters lies at the root of our impact.
- 4 Our new tagline — *Collective action for global gender equality* — centers our mission and how we aim to get there: by harnessing the power of coming together to make a difference.
- 5 Our new logo is an interpretation of women — standing strong with their hands raised high — coming together around a center circle which can be viewed as the world or a giving circle like our chapters.
- 6 This new name and look is fresh, modern, and designed to welcome people of all ages, genders, identities, religions, and races.