

theWI
INSPIRING WOMEN

Hampshire



MORE THAN JUST JAM AND JERUSALEM

HCFWI PROMOTIONAL POSTER ENTRY DETAILS

It's amazing how many people still don't see beyond the Jam and Jerusalem image of the WI, but we want to change that. We would like to create a set of Hampshire Federation posters to promote the WI using real WI members and showcasing the varied and wonderful things that our ladies do. We would like to show the diversity of members and that the WI welcomes ladies of all colours, ages, sizes, and sexual orientation even if they can't bake a cake!

So, why are we telling you? We would like all the WIs to get involved by creating their own poster, which represents their WI, using the guidelines below. We are inviting WIs to submit their entries and the Board of Trustees will select a range to represent the Federation. We hope that you will also be able to use your own posters to represent your WI when you are promoting yourselves in your local area.

The poster below was mocked up to give you an idea of the format we would like to follow. Obviously, the restrictions of Covid meant we could only use one model, and were limited to what we could lay our hands on. We have no doubt that you will be able to create something far more memorable and attractive. Many of you will realise that the inspiration came from a poster related to the 1970s TV series 'Charlie's Angels', but rather than guns we would like items that relate to the interests and activities of your WI or WI members.

Guidelines:

- Posters must be A4 portrait.
- Your poster must include the WI logo, as attached, to comply with WI rules and regulations. Details of colour and font can be found on MyWI
- Your poster must be your own work and all models must be willing to have the poster on WI social media and websites.
- Participation in this event signifies agreement by your WI to the use of the poster by the Federation.
- You do not have to use our strapline, you may use your own. However, the Federation reserves the right to alter this in the final poster if chosen.
- Your WI may enter more than one poster.
- Entries by post must be returned to WI House or can be emailed to ticketing@hampshirewi.org.uk or alisonwoolford@hampshirewi.org.uk by 1 March 2022 Good luck, and we look forward to changing the image of the WI in Hampshire.