

# REBRANDING CHECKLIST

At the AGM on 17 May 2017, NADFAS adopted the operating name The Arts Society and now local Societies have started implementing their own name change.

Whilst you may be keen to get going, there's no rush and it's best to choose a time that doesn't overload or stress your team. It might be useful to set up a special project team or sub-committee to oversee the change but please don't forget that there's always help and advice on hand from the team at Guilford Street. We also continue to add information and templates to [www.nadfas.net/brand-assets](http://www.nadfas.net/brand-assets)

When the new name was revealed in January, five Societies from across the network volunteered to pilot the implementation of the new brand, helping us understand the practical implications and the type of support needed. We've pulled together some pointers from the pilot Societies and hope you will find them useful.

The key areas to consider are:

- Timing
- Printed materials
- Banking
- Website
- Third party suppliers & making people aware

## 1. TIMING

When thinking about the timing of your name change your first thought is probably how it can be done with minimum fuss, disruption, cost and additional workload! The optimum time to implement would logically be at your next AGM.

However, before plumping for the AGM as your launch point here are some other considerations; Is this also the start of your Membership year? Will there be a high level of membership renewal (cheque/ banking) activity? When does your new programme material need to be in place? Will you be selling a trip? Will your current committee be standing down? Do you have time to get everything in place? What about bank details (you won't be able to change them until the vote has been carried out and minuted)?

As the AGM is likely to fall at a point of peak committee activity and changeover it may be that you decide to call an Extraordinary General Meeting before your AGM/year end. This will enable you to ratify the name change and so have all the associated materials and administration completed avoiding any confusion for the AGM and the start of your new season. Do look at your constitution for the specific requirements in terms of notice and numbers of members required to

carry the vote – see **Appendix 1** for details. For reference, an updated template constitution can be viewed at: [www.nadfas.net/assets/notice-special-resolution](http://www.nadfas.net/assets/notice-special-resolution)

If you break for a period over the summer or in the winter this could be an optimum, low activity time to put in place the administrative changes so that your committee isn't overloaded around the busy AGM; changing your bank details for instance may, depending on your bank, take several weeks to arrange.

Do consider setting up a project team to cover all the key jobs to be done and co-ordinate the smooth transition. It will be useful to have someone on the team who is computer literate and familiar with Gmail.

### **Name change resolution and vote:**

Before your new name can be adopted it must be put forward as a resolution, voted on and ratified by your Members. This is a simple and quick process, probably taking no more than 5 minutes at the start of your lecture. You may like to take the opportunity to update other parts of your constitution at the same time so do have a read through and make sure it's still fit for purpose.

When putting the resolution forward do show The Arts Society rebranding film to your Members if you haven't already, they won't be so intimately aware of all the background and thinking around the name change and it will reassure them that this is a positive move for the future of the association. Or, if you email your Members, you could simply send them the video link with your notice for the AGM/EGM. The video can be viewed here: <https://youtu.be/t8vbYHswUg4>

You may also wish to familiarise yourselves with the FAQs so that you can answer any questions your Members may have concerning the reasons for the rebranding taking place: [www.nadfas.net/assets/guidance-sheets-faqs](http://www.nadfas.net/assets/guidance-sheets-faqs)

We have provided a template notice of special resolution which you might use to propose the name change, see **Appendix 2**, or it can be downloaded from the website: [www.nadfas.net/assets/notice-special-resolution](http://www.nadfas.net/assets/notice-special-resolution)

For societies that are registered charities, permission will be required from the regulator. When the resolution has been passed at an AGM or EGM, you will be required to notify the Charities Commission or Office of the Scottish Charities Regulator (OSCR). Advice is available on both their websites:

- [www.gov.uk/government/organisations/charity-commission](http://www.gov.uk/government/organisations/charity-commission)
- [www.oscr.org.uk](http://www.oscr.org.uk)

## **2. PRINTED MATERIALS**

One of the main aims of the rebranding is to give The Arts Society a consistent identity and to build awareness of the organisation and its work. To help you

design new materials we've created some Brand Guidelines which we hope you will use to create your own local version of the brand. The guidelines can be found and downloaded at: [www.nadfas.net/assets/brand-guidelines](http://www.nadfas.net/assets/brand-guidelines)

We have also created templates of the most frequently used society materials which have been updated and refreshed using the new branding, logos and colours. We hope you like them and suggest that you use them to get going and until you are comfortable with the nuances of the brand styling.

Some of templates are in formats that can be sent directly to a printer or a designer to adapt, but there are also some templates saved in Word format which Societies can amend themselves. The team at 8 Guilford Street will continue to add to these over the coming weeks. For ideas, inspiration and templates please visit: [www.nadfas.net/brand-assets](http://www.nadfas.net/brand-assets)

Some of the designs incorporate a background image, allowing Societies to show off their identity by illustrating a key feature of their location such as a local landmark, painting or image associated with the area or your Society. Guidance on where to source copyright free images can be found in the Members area of our website: [www.theartsociety.org/members/copyright-guidance-use-images](http://www.theartsociety.org/members/copyright-guidance-use-images)

The Arts Society badges, lanyards, leaflets and 2018 membership cards are now available to order from the Membership Department. Please call 0207 430 0730 or email [enquiries@theartsociety.org](mailto:enquiries@theartsociety.org) to place your request.

### 3. BANKING

Depending on your bank, it may take several weeks to arrange the name change and receive your new chequebooks and debit cards so do try to plan the changeover at a time when you have low banking activity and important payments (e.g. membership renewals, deposits for trips, lecturer fees, printing of programmes, committee expenses etc.) aren't due.

To change your Society's bank account title you will need to contact your bank and obtain a form, or register the change online. It's likely that the bank will need a copy of the resolution and minutes from the meeting at which the change of name of the Society took place.

Also, do bear in mind that once the bank details have been changed you will no longer be able to deposit cheques with your 'DFAS' name on. They would have to be returned to the Member and a new cheque requested.

### 4. WEBSITE

If your Society has its own website and you want to update it to reflect the new branding, we have provided information regarding colours and fonts etc. which can be shared with your web developer. This can be accessed here:

[www.nadfas.net/assets/rebranding-your-website](http://www.nadfas.net/assets/rebranding-your-website)

Further guidance on changing your website, including information about free URLs which can be provided, can be found here:

[www.nadfas.net/assets/guidance-sheets-faqs](http://www.nadfas.net/assets/guidance-sheets-faqs)

As a feature of our new website ([www.theartssociety.org](http://www.theartssociety.org)), all Societies now also have a page dedicated to them. Your Society page is accessed using the 'Find your nearest event or society' search bar on the homepage of the new site.

A good example of a Society page is The Arts Society Guildford's page, which they have populated with information about their Society, an image gallery, event listings and news items: [www.theartssociety.org/societies/welcome-arts-society-guildford](http://www.theartssociety.org/societies/welcome-arts-society-guildford)

In time, most likely by autumn 2017, all Societies will be able to upload their own information to these pages. For now the team at Guildford Street are inputting this information for you. Please upload the details via this online form:

[www.nadfas.net/forms/promote-local-society-events-arts-society-main-website](http://www.nadfas.net/forms/promote-local-society-events-arts-society-main-website)

At this stage we're asking for an image which can be used at the top of the page, a description about your Society and your upcoming lectures and events (if you would like them listed). If you have an existing website we'll also include the link on your page.

## 5. THIRD PARTY SUPPLIERS & MAKING PEOPLE AWARE

### **Lecturers:**

For bookings already made before you change your name, nothing needs to be done. However for those lecturers booked post name change do get in touch advising them that their invoice should be to your new name so that their invoices can be submitted correctly and the new name is used in any reference to the Society in their presentations.

### **Venue:**

Your venue should be informed of the change in name so that future invoices are correctly addressed. You may also like to advise any visit destinations, restaurants, guides, etc. who are booked for events post name change.

### **Community:**

No doubt, through your Society's volunteering and other activities you will have built up connections with organisations and individuals who it would be courteous to inform of your change of name (and other key information, such as your new web address). We have put together some text to help you articulate the reasons behind the change: [www.nadfas.net/assets/introducing-our-new-brand](http://www.nadfas.net/assets/introducing-our-new-brand)

When making new connections as The Arts Society, you may wish to refer to this text: [www.nadfas.net/assets/describing-arts-society](http://www.nadfas.net/assets/describing-arts-society)

## **APPENDIX 1: The Constitution**

When you are ready to adopt your new name a resolution will need to be passed at your AGM (or at an EGM if you feel the timing of the AGM is not appropriate/ too far away). Do carefully read your constitution regarding the timings and numbers of members required to vote and pass the resolution; you may need to wait for a meeting where you know you will achieve the necessary number of Members present.

If your Society's constitution follows that recommended by The Arts Society, the only parts which are likely to be relevant and/or require adjustment are:

**Clause 1** entitled 'Name' and states:

"The Society shall be called "Local Name Decorative and Fine Arts Society".

**Clause 2** entitled 'Objectives' and states:

"As a Member Society of the National Association of Decorative & Fine Arts Societies (NADFAS) the Society shall have for its primary objectives the increase of enjoyment, knowledge and care of the arts and the stimulation of interest in the preservation of our cultural heritage."

## **APPENDIX 2: Template wording for changes to your constitution**

Notice of Special Resolution to amend the Constitution and Rules of \_\_\_\_\_ Decorative & Fine Arts Society at the Annual General Meeting to be held on \_\_\_\_\_ at \_\_\_\_\_

The amendments we are proposing and are asking you to vote for at the AGM are to Clause 1 and Clause 2 that currently read as follows:

1. Name

The Society shall be called the "\_\_\_\_\_ Decorative and Fine Arts Society".

The Committee is proposing to amend this clause to read:

1. Name

The Society shall be called “The Arts Society\_\_\_\_\_”

2. Objectives

As a Member Society of the National Association of Decorative & Fine Arts Societies (NADFAS) the Society shall have for its primary objectives the increase of enjoyment, knowledge and care of the arts and the stimulation of interest in the preservation of our cultural heritage.

The Committee is proposing to amend this clause to read:

2. Objectives

As a Member Society of The Arts Society (The Arts Society is the operating name for the National Association of Decorative and Fine Arts Societies (NADFAS), the Society shall have as the objects:

- a) the promotion and advancement of the education of the public in the cultivation, appreciation and study of the decorative and fine arts;
- b) the conservation and preservation of the artistic heritage of the United Kingdom and other countries for the benefit of the public; and
- c) the advancement of the arts, culture and heritage, in particular, but without limitation, the decorative and fine arts.