



Mrs. Gale Gould
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Dear Rainbow Family,

At the Supreme seminar last July in Anaheim, California, we were fortunate to have many Rainbow girls present, and to hear their thoughts and ideas on moving our beloved organization forward to be more current and up with the times.

One of their suggestions was to "modernize" the way Rainbow is looked at in the world outside of those who already know and recognize us by our current emblem and promotional materials. To that end, the Supreme Marketing committee would like to enlist the assistance of the Rainbow girls across the world!

So the first area we are addressing is a competition for active Rainbow girls to design a new, updated, "fun" logo to be used in future marketing and promotional materials. While this is NOT meant to replace our current emblem, which is highly recognizable to us and those familiar with our organization, this "fun" emblem will need to be eye-catching to draw the interest of friends and community members to want to find out more about Rainbow. Submissions must be made to me at the above email address, with "fun logo" in the subject line, and include a full-color jpeg design, along with the name, age, assembly/jurisdiction, and contact information of the girl sending the design. All designs will be reviewed by the Marketing Committee for recommendation to the Supreme Executive Board and hopefully unveiling to all at our 2020 Supreme Sessions in Reno in July.

The second area that we are asking for input on is the need for the updating of the current brochures available through Supreme Assembly, which many jurisdictions utilize. These include those for pledges, active Rainbow girls age, and parents. The Supreme Marketing committee would like any ideas and/or suggestions for the updating of those materials, including what should, should not, or needs to be addressed, specific language or verbiage, and ideas for the overall design/pictures. While this is not a contest, and is not limited to active Rainbow girls, we would appreciate positive feedback and suggestions from our Rainbow family around the world. Again, submissions must be made to me at the above email address with "brochures" in the subject line, and the name, active/majority/advisor title, assembly/jurisdiction and contact information of the person sending the ideas.

All submissions for both the "fun logo" by active Rainbow girls, and brochure feedback are due no later than April 1, 2020.

We would greatly appreciate that you share this information with the girls and adults in your jurisdictions and encourage their participation in order to gain much insight and have the opportunity to hear and address the ideas and concerns of our members!

We are greatly looking forward to seeing your creativity and submissions!

In Rainbow Love and Service,

Gale Gould
Supreme Inspector in NY
Chairman, Supreme Marketing Committee