

From: Adam Kaplan, Membership Director [info=sister-cities.org@mail284.us2.mcsv.net] on behalf of Adam Kaplan, Membership Director [info@sister-cities.org]
Sent: Wednesday, May 23, 2012 1:00 PM
To: Leslie Stobbe
Subject: Introducing the new Member Badge from Sister Cities International

This email has information regarding your new login for the all new *Sister Cities International* website.

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May 23, 2012

Dear Leslie,

A week ago today, *Sister Cities International* launched a new brand, tag line and logo to usher in a new era in citizen diplomacy. Today, we are excited to provide members with a way to showcase their membership in the premier network of citizen diplomats --Sister Cities International's new **Member Badge!**



Now, members throughout the U.S. can share their pride in being part of our global citizen diplomacy network!

We are making this online badge available to all of our members in the *Members Only* section of our website (if you need assistance logging in, please email us at membership1@sister-cities.org or call us at 202.347.8630). We encourage all members to add the badge to your organization's and committee's websites and include it on your

printed materials, such as brochures, booklets and information packets. Each year, when member organizations and international partners renew their membership, an updated badge will be provided for their use.

Additionally, the *Members Only* section of the website will be the go-to resource for information you might need as a member. Here you'll find the recordings of past webinars, all of our toolkits, postings of any new grant opportunities, visa resources, discounts on group travel insurance, an archive of past member updates and more. In keeping with our re-branding we are evaluating and reformatting all of our member materials, and over the coming months you will see more resources become available online.

With the new website, we have also created a way to more easily promote the amazing projects your sister city programs are implementing. We've added a **"Share Your Story"** area where you can upload pictures and tell us about what's been happening, or what will happen, in your sister city program. Our communications team will then follow up with you to learn more details and promote your work to the greater network through our website. Tell us about your upcoming events and we'll add them to our main calendar too!

We look forward to receiving your feedback on the new brand and website. Please keep in mind that there will be tweaks made to the site as we continue to transition and grow, and as we continue to upload and refine our data on sister city partnerships. Be sure to check back often for new member resources and updated articles on the Sister Cities International network. If you have any questions or issues regarding the website or your membership, please email membership1@sister-cities.org.

Thank you again for choosing to be a member of Sister Cities International's network, and for continuing to represent your communities as citizen diplomats.

Best,

A handwritten signature in blue ink, appearing to be 'A. J. ...', written in a cursive style.

Adam Kaplan
Membership Director

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Members and event attendees

Our mailing address is:

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