

# WSIC IDEAS

*When designing your poster or other marketing piece, it is important to answer the WSIC - the "Why Should I Care?" question for the reader. Here are some WSIC suggestions:*

Because you count

Make your voice heard

Be seen at

The place to be

Do the Right thing

This IS the right thing

Bring a friend

Do yourself a favor

Life is too short

We need you there

We need you to care

Because you count

A chance to learn

A chance to participate

A chance to make a difference

A chance to see

Help make history

Be a part of history

Everyone will be there

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## **TOOLBOX WORKSHOPS**

*Communication: The Vitality of an Organization*

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