

MEMO

TO: Dorothy Clark
FROM: Yvonne Tran
DATE: December 11, 2011
SUBJECT: Website Suite- Home page, Twitter Feed, and Online Feature

Client: National American Woman Suffrage Association (NAWSA)

Purpose:

- To recruit new members into NAWSA
- To allow those interested in joining NAWSA an easy way to register
- To inform the audience about the Women's Suffrage Movement (awareness)
- To empower women to stand up for their rights

Audience:

- Primary: U.S. Women of voting age (18 and over)
- Secondary: Donors and young women not of voting age

Copy Rationale/Approach:

- A go-to source for the latest news on events and breaking news
- Providing individual stories of ordinary women doing extraordinary things for the movement
- Providing various ways to get involved (Donating, meetings, following news, etc.)

Design Rationale/Approach:

- Drawing from my brochure, I still wanted to keep a militant and patriotic tone. I kept the blue, silver, and white color scheme and used the U.S. Navy and PETA websites to get inspired in terms of content and designs.



NAWSA

National American Woman's Suffrage Association

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"We hold these truths to be self-evident: that all men and *women* are created equal..."

-Declaration of Rights and Sentiments, Seneca Falls Conference, July 19, 1848

Emily Collins: A NAWSA Warrior from Schenectady, New York

Emily Collins gave the women of New York the right to vote and she hopes to do the same for the rest of country at the 49th NAWSA Suffrage Convention in Washington D.C.

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'Agitate': How a group of women in New York decided enough was enough



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"SUSAN B. ANTHONY SAYS..."
BLOG



Real Time Ticker: 1,000,104 Women Have Joined the

UPCOMING EVENTS

December 17, 1917
Chicago, IL, County Town Hall, 7 p.m.
Fundraising Holiday Auction and Fair

December 18, 1917
White House Lawn, D.C., 8 a.m.
"We Demand Equality" March through the National Mall

December 20, 1917
Poughkeepsie, NY, Vassar College, 3 p.m.
"Educating Other Women" Conference

ACTION ALERTS

- Hunger strike declared by the sisters of Camden County Chapter-New Jersey
- Urge President Wilson to listen! Write a NAWSA letter of support!

NAWSA Tweets



NAWSA The sight of aprons being thrown to the ground and sounds of heels marching in unison in D.C. Welcome to the 49th NAWSA convention! #NAWSA
About 1 hour ago · reply · retweet · favorite.

Follow NAWSA on Twitter

NAWSA Twitter Feed

Tweet 1: The sight of aprons being thrown to the ground and sounds of heels marching in unison in D.C. Welcome to the 49th NAWSA convention! #NAWSA (138 characters)

Tweet 2: Facing weather below zero and railroad wrecks, 600 delegates made it here! But the biggest obstacle still remains #givewomenthevote #freedom (140 characters)

Tweet 3: "Victory is almost in sight..." @jeanetterankin speaking from the balcony at NAWSA headquarters <http://pic.ywitter.com/TIPEysWf> (116 characters)



Tweet 4: NAWSA president and the LOW celebrate NY victory and make plans for more action @CCatt @erosevelt #Leagueofwomen <http://pic.twitter.com/TIPEysWf> (136 characters)



Tweet 5: "Cautious, careful people, always casting about to preserve their reputations...can never affect a reform" @susanbanthony <http://bit.ly/Cxldea> [Link to Susan B. Anthony's blog] (140 characters)

Tweet 6: Russia, Great Britain, and Canada are equal players. We're next right @woodrowwilson? Love, NAWSA #organizeeducateagitate #uswomenunite (135 characters)

Homepage

Twitter Name: NAWSA

Profile: NAWSA is a national organization dedicated to securing the right to vote for women of the American nation. Our motto: "Organize, Educate, Agitate"

Emily Collins: A NAWSA Warrior from Schenectady, New York

Emily Collins gave the women of New York the right to vote and she hopes to do the same for the rest of country at the 49th NAWSA Suffrage Convention in Washington D.C. This is the tale of how one outspoken woman from Schenectady, New York became president of NAWSA's Eastern Chapter and **trailblazer in the movement for equality**.

Organize

Born into a family of seven, Collins was the oldest child of John Collins, a barrel-maker, and Betty Smith, a homemaker. As a young girl, Collins gave up attending school to help her mother at home. However, when she had a break in between chores, she'd use that time to read Jane Austen. "One thing my mother taught me was good reading habits," Collins says. During one of her literature sessions, she stumbled upon Letters on the Equality of the Sexes, and the Condition of Women by the Grimké sisters. Reading those letters ended up changing her life and the lives of the women around her forever.

"Seneca Falls wasn't too far from where I lived, and Elizabeth Cady Stanton and Susan B. Anthony were legends in the county. The stories of these great women got me thinking about my mother and all she did for our family," says Collins defiantly. After realizing her mother's sacrifices and raising her own two daughters, Collins asked herself the ultimate question, "**Why aren't women noticed for doing these great things?**" The question led Collins to her first suffrage rally in front of Schenectady Town Hall. "**To see all of these women who felt what I had felt was exhilarating,**" she remembers. One rally was enough of an impetus for Collins to go to hundreds more as a member of NAWSA.

Educate

Collins had a natural talent for speaking, which helped pushed her to become president of the Eastern chapter. Her grassroots duties included going to various womens' groups to talk and educating others through door-to-door advocacy. "The passion for what I believe in helps me to connect to other women," she says. After years of leading her NAWSA sisters, the state of New York gave women the right to vote just a few months ago. Upon asking why women should care about the national movement, she argues, "**We need a voice in this world. No man in any legislature can represent our views.**"

Agitate

November 17, 1917 was a day that Collins would never forget. Collins received her first ballot and went into the voting booth to reap the fruits of her hard-fought battle. Catherine Catt, President of NAWSA, worked closely with Collins and glowingly says, "If we had 1000 Emilys in the Northeast, I'd be happy. **She and others like her will be the backbone of getting women everywhere the vote.**"

Collins' fight is not over yet. Her next step is to speak at the National Convention this week as a special guest and to continue the **fight until women everywhere have a voice.**