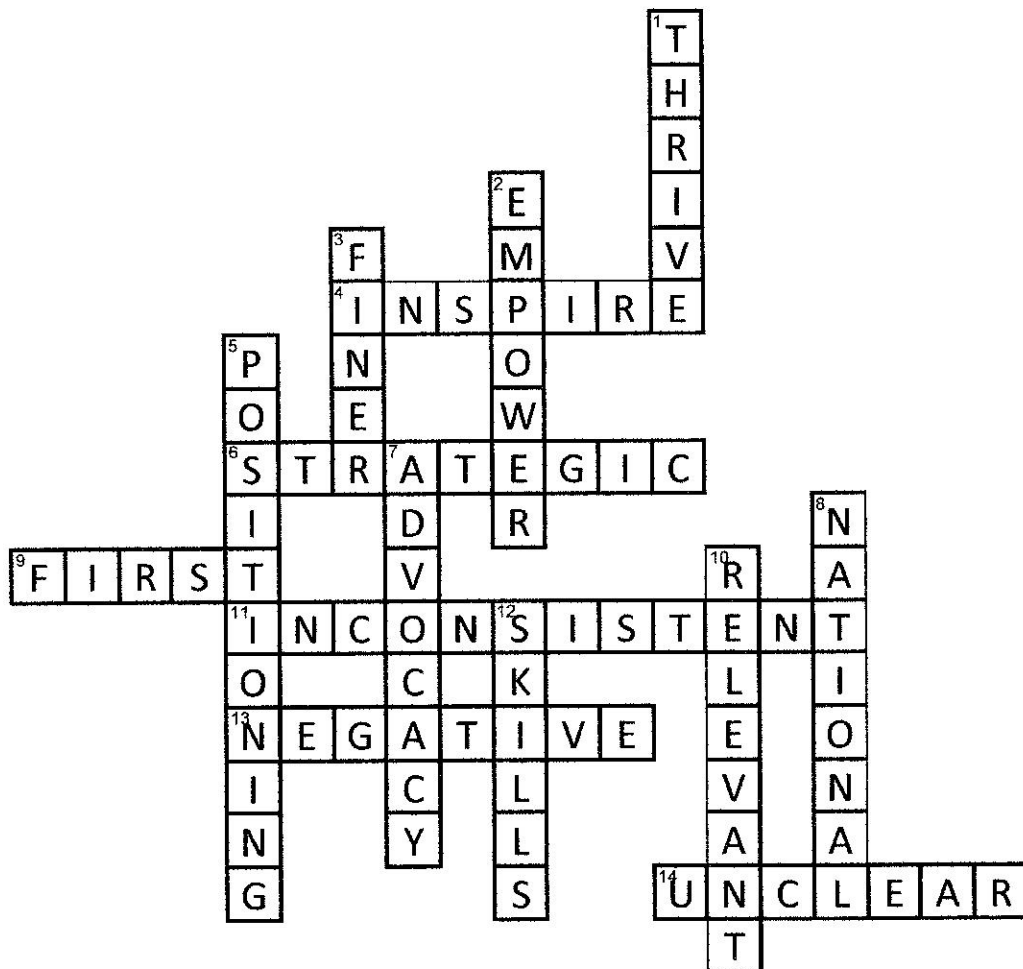


Branding

National Membership Month



Across

- 4 Ability to ____ others to act
- 6 Advocacy becomes our ____ foundation
- 9 Our organization is known for doing many things

- 11 In 2012, _____ messaging caused concern
- 13 In 2012, ____ association caused concern
- 14 In 2012, _____ posting caused concern

Down

- 1 We strive to encourage others to _____
- 2 We must strive to ____ the disenfranchised
- 3 In 2016, our imagery is _____
- 5 In 2016, we encouraged advocacy _____
- 7 Our opportunity for distinction is through _____
- 8 Brand strategy includes our ____ programs
- 10 We need to be _____ to the community
- 12 We help the disenfranchised to gain ____