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THE IDEA YOU DON'T HAVE

IS THE VOICE YOU HAVEN'T HEARD.

NCWIT. Inclusion changes what's possible.
INTRODUCTION

NCWIT has developed a new messaging platform that emphasizes the creative potential for organizations that invest in fostering a culture where girls, women, and underrepresented groups participate with strong voices. The headline, “The idea you don’t have is the voice you haven’t heard,” and the tagline, “Inclusion changes what’s possible,” are confident expressions of what we know is true: Diversity and inclusion enhance outcomes in technological innovation for educational institutions and businesses of all sizes.

As an NCWIT member representative, this message is yours to use in your own outreach and networking. This toolkit gives you the guidance and assets you need to share your message widely. Let’s share how we work together from the classroom to the boardroom to create technology cultures in which every voice is heard.
SPREAD THE WORD FAR AND WIDE
SPREAD THE WORD FAR AND WIDE

Change Leaders like you are actively disrupting biases and stereotypes, enlisting majority allies and advocates, and so much more. Because an inclusive culture is not something you have, it’s something you do.

Let others know you are doing your part to ensure inclusion. This toolkit gives you a head start with assets that you can use at events and presentations, in your everyday communications, or even in your own campaigns:

- **Virtual Badge**: Signify that your presentation, event, or program is rooted in the practices and mission of NCWIT, while keeping the focus on the behavioral and culture changes you’re accomplishing—one voice at a time.

- **Email Signature**: Add a rallying cry to your daily communications.

- **Awareness Posters**: Customize a poster with your organization’s logo to energize your environment, or to set the space for an event. (There’s one poster for each major audience: K-12, Postsecondary, and Workforce.) Both Adobe and Microsoft PowerPoint formats are available for ease of use.
SPREAD THE WORD FAR AND WIDE

VIRTUAL BADGE

This virtual badge for members can be used on webpages, presentations, or any materials for which you want to signify that your work is rooted in the practices and mission of NCWIT, while keeping the focus on the behavioral and culture changes you’re accomplishing—one voice at a time.

Find this badge, along with additional messaging assets, by visiting www.ncwit.org/listen.
EMAIL SIGNATURE

Members who want to add a rallying cry to their daily communications can use this digital flair for their email signature.

Find this email flair, along with other messaging assets, by visiting www.ncwit.org/listen.

THE IDEA YOU DON’T HAVE IS THE VOICE YOU HAVEN’T HEARD.  
www.ncwit.org
AWARENESS POSTER // K-12

Customize this poster with your organization’s logo to energize your everyday environment or event space.

Find this digital file, available in both Adobe and Microsoft PowerPoint for ease of use, by visiting www.ncwit.org/listen.

Want to do something bold? Reach out to ideas@ncwit.org to talk about a large-format banner.
AWARENESS POSTER // POSTSECONDARY

Customize this poster with your organization’s logo to energize your everyday environment or event space.

Find this digital file, available in both Adobe and Microsoft PowerPoint for ease of use, by visiting www.ncwit.org/listen.

Want to do something bold? Reach out to ideas@ncwit.org to talk about a large-format banner.
SPREAD THE WORD FAR AND WIDE

AWARENESS POSTER // WORKFORCE

Customize this poster with your organization’s logo to energize your everyday environment or event space.

Find this digital file, available in both Adobe and Microsoft PowerPoint for ease of use, by visiting www.ncwit.org/listen.

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SPREAD THE WORD FAR AND WIDE

SOCIAL MEDIA ASSETS

Plug-And-Play Social Post Copy

- At [your school/academic department], diversity-minded educators transform traditional classroom cultures, interrupt biases, and challenge long-held traditions to correct the conditions that reduce a diverse range of young women’s participation. #LetIdeasBeHeard

- At [your school/academic department], we create sustainable change by revising educational systems, not by changing women to fit the systems. #LetIdeasBeHeard

- At [your company name], we avoid rushing to embrace “checkbox” or trendy diversity solutions (e.g. unconscious bias training). We take a more strategic, ecosystem approach to systemic and cultural change, with top leadership support being at the center. #LetIdeasBeHeard

- At [your company name], we treat diversity like any other critical business concern because gender-balanced and gender-diverse teams demonstrate superior productivity and financial performance, compared with homogenous teams. #LetIdeasBeHeard

Find digital files for the social tiles shown on the right (sized for Facebook, LinkedIn, and Twitter), by visiting www.ncwit.org/listen.
WE WANT TO HEAR FROM YOU
WE WANT TO HEAR FROM YOU

NCWIT exists to support you and your organization. We’re inspired by the work you do every day to foster a culture where everyone is heard. We hope this toolkit can help you draw momentum from the new messaging as you continue your work, encouraging others to follow your lead and create sustainable change through inclusion.

Questions or ideas? Reach out to ideas@ncwit.org.