



Unifying our community

THE LADY
ALLIANCE

A guide to becoming a moderator



What these guidelines include

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Photography - *giving credit*

Voice

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Our Brand History

After being told too many times that she was "brave for a girl", Kieren Britton, founder of The Lady Alliance, had had enough. We have this bravery in all of us, it's not restricted by gender. Kieren was determined to bring this to light.

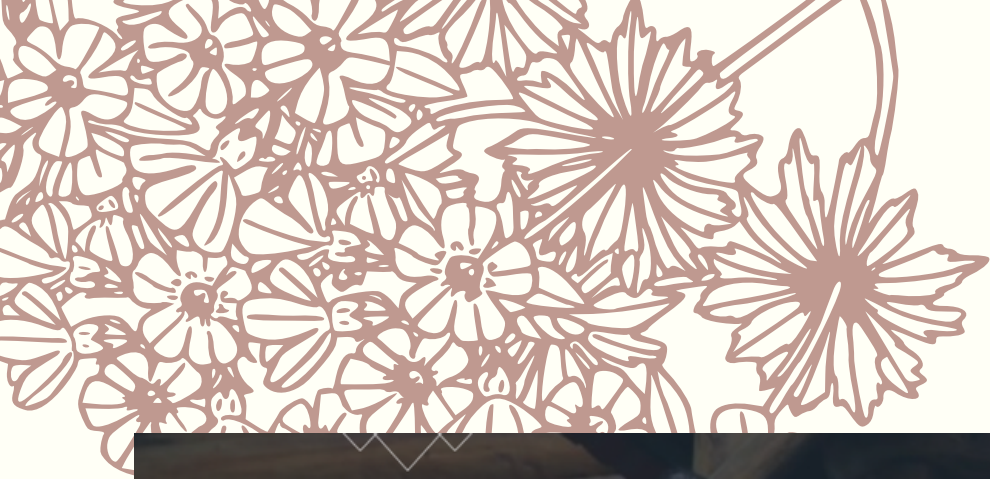
The Lady Alliance started as an online social community where women had the chance to share their story. Whether it was a photo or adventure article, ladies could submit their adventures and speak through The Lady Alliance.

Shifting from a social community to a retreat, travel and adventure community The Lady Alliance began offering retreats around the globe in 2018 and 2019.

In March 2019 The Lady Alliance morphed from a travel and adventure community into an engaging empowerment community, filled with film festivals and more.

Moving away from our individual adventures, The Lady Alliance began to reach even more women with tours and local events. From film festivals to speaking tours, motivational nights to environmental education - The Lady Alliance amplified the voices of womxn creating low cost events that connected adventurers to the brands that help them get outside.





Our brand identity

As everyone experienced, 2020 shifted The Lady Alliance significantly.

Our previous shift into low cost evening and one day events in local communities, and tours with brands was such a success, we needed to find a digital way to continue these events. This is how The Lady Alliance TV was born.

Now, The Lady Alliance offers two things:

- 1) We are an inclusive community, first and foremost. We offer as many free local events as possible, helping build confidence and community through adventure.
- 2) We are a motivational platform. The Lady Alliance TV, and all of our social media outlets aim to unite the mental health and adventure industries by aligning adventurous ladies and their allies by amplifying voices, building community, fostering empowerment, and highlighting badassery.

We are community focused, mental health cherishing, and adventure driven.

We are you.

That tells you all about where we come from, and how we grew.

But who we are - we are YOU.

We are every single lady, ally, and supporter that has joined our events, supported our vision, or empowered women alongside us.

We are every chapter coordinator that shows dedication to our values, growth, and local communities. We are every woman that feel a bit more confident in themselves after joining your events.

We are a business. And we are a community.



Aligning adventurous ladies and their allies by amplifying voices, building community, fostering empowerment, and highlighting badassery.

Because everyone can be inspired by women.



Our Brand

Our brand is unique because of our dedication to mental health and adventure. Finding a balance between both mental health and adventure within your chapter will help us continue to set The Lady Alliance apart from other outdoor communities.

We have two branches of our brand - our virtual film festivals (and other events with partners such as Fjallraven and Mammut), and our local communities - like yours!

Our brand focuses on two "slogans". Our local chapter's focus on building confidence and community through adventure. That is a slogan you will use frequently.

Our global community focuses on aligning adventurous ladies and their allies by amplifying voices, building community, fostering empowerment, and highlighting badassery. Because we believe everyone can be inspired by women.

Protecting our brand is something we take seriously. Our trademark, name, logo and tag lines produce a brand image that our community has come to know and love. We believe that you share the same values and will represent us well. Logos are available for you to use, please submit a request to kieren@theladyalliance.com if you plan to print banners or marketing material using our logo.

Our Vision

To create free, inclusive, supportive and engaged local communities for ladies worldwide. The Lady Alliance community will create experiences, positivity, a sense of belonging and empowerment through social events around North America.

Our Mission

To unite mental wellness with the outdoor industry in order to build confidence and community through adventure within local chapters around North America.

As a global community, The Lady Alliance aligns adventurous ladies and their allies by amplifying voices, building community, fostering empowerment, and highlighting badassery.

Our Goals

- 1) Grow local chapters - That's where you come in!
 - Local chapters in every province and state in North America
 - 500+ women in each local chapter
- 2) Build engagement in local chapters - That's where you come in!
 - A minimum of 3 new posts a week
 - Comments on every post
- 3) Share free events within local chapters - Global team is on this!
 - One free WOMEN UP episode a week
 - One free film festival or workshop a month
- 4) Over 100 brands offering discounts - Global team is on this!
 - If you have a connection with a brand or business who would love to partner, send Kieren a message!





Inclusion

We are anti-discrimination, and are always inclusive!

As a global community, The Lady Alliance highlights and amplifies many voices. With women coming from many backgrounds and experiences, it is our goal to promote diversity and inclusion.

We don't want to have to say this, but we will to ensure there is clarity. When we say inclusive - we mean we are INCLUSIVE. Transwomen, people of colour, Black Women, non-binary, the whole LGBTQ2S+ community - everyone is welcome.

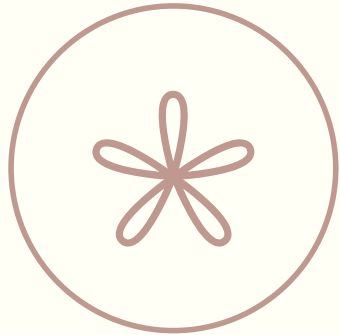
Through this mindset, we have grown our social media community to over 50,000 members - all of which will celebrate your growth and efforts in the diversity and inclusion space. We are here to help your company encourage people of colour, LGBTQIA, and other diverse identities that have historically been underrepresented to feel welcome within your walls.

We are passionate about promoting equity for all, including being body positive and celebrating people of all skill levels and abilities.

When you work with The Lady Alliance, we celebrate you. We will celebrate your efforts in diversity and inclusion to our community - helping bring awareness to our efforts without you needing to self-proclaim your growth.

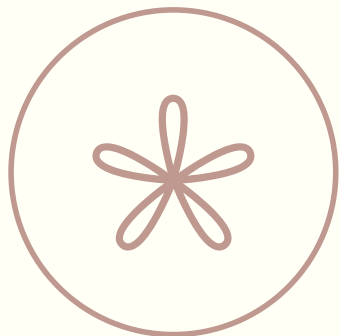
Groups are currently public, so moderators will be ensuring everyone is included and positive with their comments on posts. If the comment does not make someone feel welcome, then the comment is to be removed immediately.

Values



Community

This is what we are all about. Aligning adventure ladies and our allies by amplifying voices, building community, fostering empowerment, and highlighting badassery. are women in YOUR community.



Consciousness

Two of The Lady Alliance's key values are environmental consciousness and diversity + inclusion consciousness.

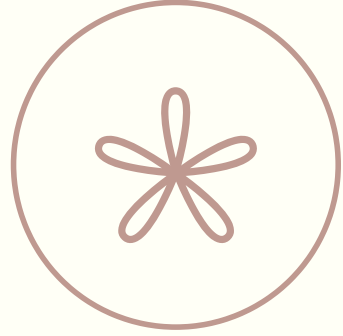
Consciousness to grow our love, to open our eyes, to see our impact, and to make a difference.



Empowerment

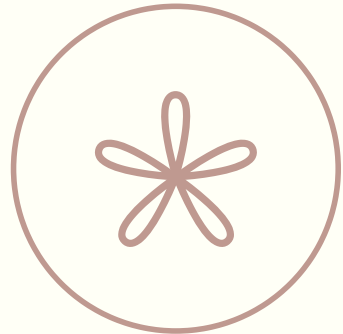
Empowering those around us is our first and foremost value. Ensuring that everyone leaves feeling inspired and uplifted will be a top priority as it is a top value.





Health and Mental Wellness

Our goal is to create a safe space with resources and support as well as increasing awareness for mental health, The Lady Alliance wants to be a safe space for women that struggle with mental health.



Safety

Encouraging safety is also a top priority for The Lady Alliance. Posts must encourage following rules in the local areas, safety with wild animals, safety with each other, and safe outdoor adventures.





CREATING A BRAND VOICE

OUR BRAND PERSONALITY

As a global community, The Lady Alliance aligns adventurous ladies and their allies by amplifying voices, building community, fostering empowerment, and highlighting badassery.

We are fun, boisterous, engaging, and stoke seeking!

tone of COMMUNICATIONS

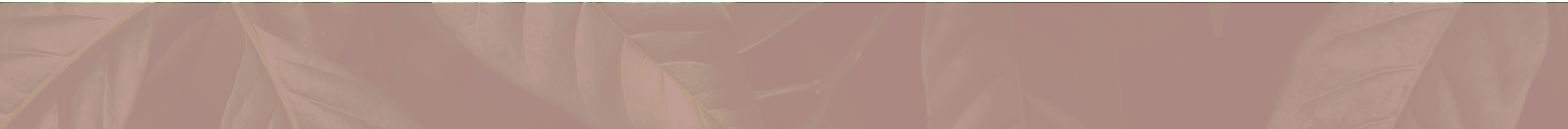
We want to be inclusive and inspiring. Combining adventure and wellness using inspirational quotes and testimonies as well as inclusive terms to make everyone feel apart of this community.

Posts should be considerate to gender, sexuality, race, age and ability differences.

WRITING STYLE

We want you to find your voice and hear what you have to say. While using language, topics and a tones that match TLA's brand and values, it is important to incorporate your thoughts and ideas as well.

Basically, we want you to be you!





Use of Imagery

The Lady Alliance is an adventure and empowerment community, and we want our photos to represent that.

We want to showcase outdoor adventure and highlight all diverse adventurers and community members with our photos.

If you are posting something other than your own adventure, please consider ensuring diversity is represented in your imagery.

If you are not using your own images, it is important to ask permission to use their photos, and give credit to creators.

CREATING A BRAND VOICE



If you get tired, learn to rest not to quit.



Today is your opportunity to build the tomorrow you want.

-Unknown



Don't compare your life to others. There's no comparison between the sun and the moon, they shine when it's their time.

-Lauren NY Loves



Using your voice

We want to amplify women's voices. That means, we want to amplify YOUR voice!

We encourage you to share your own posts, local experiences, questions, quotes and more!

So post your local coffee spots, your favourite hikes, your kids summiting their first summits, and the quotes that speak to you!

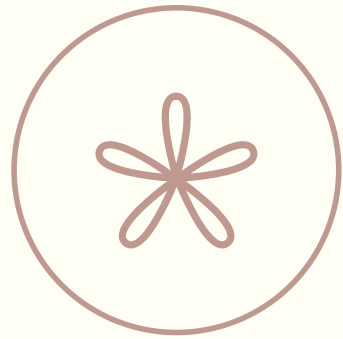
Encourage conversation, ask questions, share videos and connect with incredible women+!

Don't hesitate to share your dreams, create polls, host watch parties, and enjoy your community!

You are creating a place for everyone to use their own voice to bring diversity and individuality to the community.

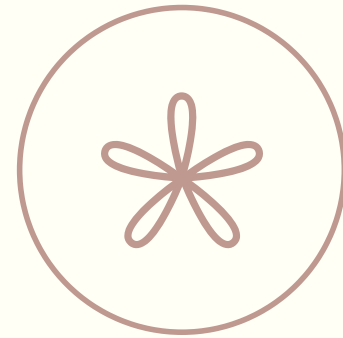
Find people you connect with, that challenge your thoughts and inspire you. Find your voice and share it with the world.

Expectations



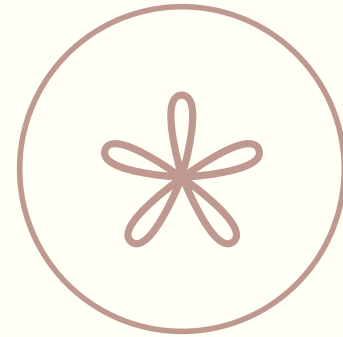
Minimum of 3 new posts per week

This is our minimum goal for each local chapter. These posts are either by you, or by other members. Please note, this is a minimum. The more posts, the more engagement!



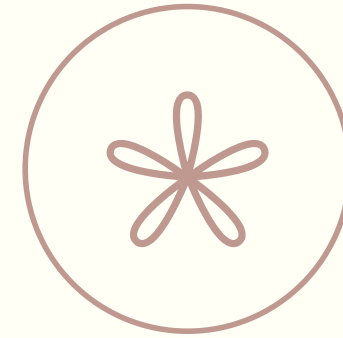
No Spam

We will be relying on you to moderate the content being posted into the group. We promise our brand partners posts, which will be made clear to you. Any company or promotion outside of our brand partners list will need to be removed by moderators.



Commenting on others posts

We expect moderators to be commenting on posts written by others within your community. This will help create a supportive community platform, building confidence in your community members and encouraging them to post.



Commitment of 8 months

We expect your participation for a minimum of 8 months as you will become a trusted voice behind the Lady Alliance that members will recognize and become comfortable reaching out to over time.





NEXT STEP:

[COMPLETE THIS QUIZ](#)

OUR MANAGER WILL ADD YOU TO YOUR LOCAL CHAPTER!

Be sure to add [Jessie](#) on Facebook!

CONTACT US

FACEBOOK CONTACT

[Jessie Wylie](#)

[Kieren Britton](#)

EMAIL ADDRESS

manager@theladyalliance.com

PHONE NUMBER

Jessie: 778-678-5278

