

# Public Relations

Grand Chapter of Ohio  
Order of the Eastern Star

# Public Relations

- Definition: Developing and maintaining a *favorable image* for your organization among our key PUBLICS

# Public Relations

- PUBLIC
- It's not just "publicity" and it is not just "the general public."
  - Members – active and inactive [start at home]
  - Potential Members [Lodge, Rainbow, Jobs Daughters]
  - General Public

# Public Relations

- HOW: Increase awareness
  - Web Page – [www.ofoes.org](http://www.ofoes.org)
  - Fraternal Publications in your area [including lodge newsletters]
  - New Member Handbook
  - Local newspapers, radio and TV

# Public Relations

- HOW: Communicate in new [and old] ways
  - Newsletters to members [extra copies for prospects and lodges]
  - E-mail – develop distribution lists for members and others
  - Brochures “We Have a Place for You”
  - Signage on Building

# Public relations

- HOW: Build goodwill through special programs and events
  - Invite and encourage wider member participation
  - Sponsor an Open House or Friendship Night
  - Hold a joint social event with a lodge or youth group
  - Undertake a community or charity project

# Public Relations

- Resources: Ideas and Tools
  - The ohoes.org web site
    - Membership link
      - Your New Member Guidebook
      - Cultivating Grass Roots for Growth
      - Welcome New Mason letter
      - “We have a place for you” flyer
    - Public Relations link
      - A Public Relations Guide for Eastern Star Chapters
      - Models for OES Press Releases