

Your Club PR Committee—A Basic Outline

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Your commitment to serve as a club PR chair is an important step forward, but implementing a comprehensive PR program is a major effort, and to be fully effective, you'll need to assemble a committee to help you.

I. WHY A PR COMMITTEE?

- A. You're human—time and endurance are limited. Don't burn yourself out and sacrifice family and other priorities.
- B. Benefits of spreading out the work:
 - 1. More members involved increases the club's overall understanding and commitment to ongoing PR.
 - 2. Two, three or more heads are better than one: results in a more creative atmosphere in which different ideas can be generated, evaluated and refined.
 - 3. If you're a one-person show, any long-term or even short-term disruptions in your life can derail the whole PR program. With a committee you have backup and a smooth transition if you need time off or eventually move on to another club or district position.

II. YOUR COMMITTEE MEMBERSHIP

- A.. How many members?: Variable based on club size and activity level. Three to five members is probably good in most cases. Rule of thumb: Small enough to be manageable; large enough to be effective.
- B. Who should be included?
 - 1. Seek out members based on talents and interest, i.e. good writers, media professionals (be aware of possible conflict-of-interest restrictions), comfortable communicators, photographers, computer web or graphics enthusiasts.
 - 2. Ideally, your club newsletter editor should be included on this committee and the publication should become a committee function to ensure consistency with overall PR plan.

III. A NEW WAY OF DOING THINGS

- A. To be fully effective, the PR committee needs to be involved in the planning and execution of every fundraising and service project.
- B. Instead of individual project committees handling their own PR, your committee needs to take the initiative and work with project committees. Communicate, determine their needs, plan and implement the appropriate PR.
 - 1. Ensures that PR is a priority, not an "afterthought."
 - 2. Ensures consistency in strategy, approach, and quality of image from project to project.
- C. Beyond service and fundraising PR, your committee needs to promote your club in general and Lionism as a whole.
 - 1. Organize special PR programs, i.e., "Friendship Day," Lions Information Fair, parade delegations, etc.
 - 2. Work with other committees to develop new easy, high-visibility service and/or fundraising projects, i.e., Peace Poster Contest, GOOD Program, Ohio Lions Candy Day, etc.
 - 3. Arrange for club uniform shirts, hats, aprons, etc.
 - 4. Develop a general club promotional brochure or flyer. Distribute at all fundraising and service projects, give to prospective members, include in media kits, make available to Chamber of Commerce, Welcome Wagon, etc.

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IV. YES, THAT'S A LOT OF WORK. BUT...

- A. Don't let the magnitude of the task discourage you. "A journey of a thousand miles begins with a single step." Organize your committee, set your priorities, and implement your plan—one piece at a time. Think of it as a marathon, not a sprint: set goals high, focus on the tasks, maintain a steady pace forward.
- B. Keys to success: The Three "C's"
Communication—within your committee and with club officers and other committee chairs.
Creativity—think beyond the basics; pay attention to every detail.
Consistency—send the same positive image: project after project, day after day, month after month, year after year.



PUBLIC RELATIONS RESOURCES