

# Public Relations

Public Relations is a way of building and maintaining a positive image with the public. This can be accomplished in a variety of ways. When relating to a friend (non-member) we can tell them what a great time we had at the neighborhood yard sale we held last week. How much fun we had collecting and selling all the 'goodies' our members gave. How much money we raised and what we did with it. *(ex. Our chapter had a rummage sale last week. Our members donated wonderful items for us to sell. We had a great time and we raised a nice amount of money that we're donating to the 'Service Dog Committee'.*

Public Relations people are 'storytellers'. They try to build a mutual and beneficial relationship between John Q. Public and the organization they represent. You and I are the 'BEST' public relations people the Order of the Eastern Star has to offer.

In dealing with the public we should try to create a story - 'Let your good work shine!' A good story is the most common form of public relations.

Talk or relate an activity your chapter or Grand Chapter is having. Ex: This year the Grand Chapter of Delaware will be selling 'Honey' to benefit our Service Dog Committee. Last year we were able to donate

\$10,000. to a small child suffering from epilepsy. This money will help towards the cost of a dog that will alert her family when she is about to have a seizure.

If your Grand Chapter has an ESTARL or Scholarship program, talk about it. You can relate how much we give in stipends and scholarships (maybe even who received the awards).

Is your chapter or Grand Chapter doing or has done any 'Community Service?' Do you visit fire houses and/or police stations? Maybe you put together a small basket of treats and took it to a local firehouse, first responders, emergency room workers, any public service group. You may not realize it, but these little acts of kindness are all good PR for our Order.

There are various tools that are available to us that do not involve spending a lot of money. Make announcements of upcoming events to local newspapers, radio stations and television stations. 'Let the light of our star - shine'.

Do you volunteer at any local hospitals? My husband and I work as escorts at the Veterans Administration Hospital in Elsmere, DE. We take the patients who require wheel chairs to their appointments. We wear OES emblems on our volunteer vests. We use a 'Hobby Cart' to distribute clothing, toiletries, hobbies, etc. to the veterans who live in the 'Community living Center' at the hospital. We have a 'big OES emblem on the front of our cart. We always tell the residents, 'these gifts are from the members of the Order of the Eastern Star'. Again: 'Let your light shine'.

Try to plan social events that are designed for public outreach.

There is an old saying among Public Relations people 'Advertising is what you pay for ---**P.R.** is what you pray for.'

Make use of 'Social media'. Post **\_POSITIVE** pictures and remarks. Put pictures taken at events on Facebook, Twitter, etc. Try to make people wish they had been there. Make them want to be part of the 'fun' we have and the 'good work' we do. Keep your remarks interesting. Talk or write about the fun we share when we're together, working for the good of our Order!

Above all else - always remember YOU are the best public relations representative the Order of the Eastern Star has. In closing remember - Let your light shine.....