Publicity & Public Relations District Chairman:

As you know, the FSEA is hard at work researching and developing new ways to publicize the good works of the Elks to the public. We are doing this in hopes that people will realize what this organization is doing within their community and that they will want to be a part of it. While many different projects are under way, we feel we will have great success with this one. What you are receiving today is a tabletop display board. Each district will receive at least one of these boards. As the Publicity and Public Relations District Chairman, you will be in charge of the board. Any and all Lodges are encouraged to use this board throughout the year. It will be entrusted to you to track the location of the display and its use. If for some reason you do not want to take on this task, please send a letter of explanation to the State Office and the name and information of an alternate person who you trust will take on this responsibility. The following information explains in more detail what you will need to know regarding the display in order to answer questions from the Lodges in your district.

PURPOSE: To publicize to nonmembers in a professional way the events and programs that a Lodge is contributing to. The displays are intended to be a more current publicity medium than many Lodges are used to and therefore we hope they will capture the attention of nonmembers.

WHEN TO USE IT: Use this display at any Lodge event that is open to the public (i.e. AOH Picnic, Lodge BBQ, Hoop Shoot Contest, etc.) or display in a local bank or city building.

WHAT GOES ON IT: Display information regarding the projects & fundraising your Lodge is doing within your community, who the funds are helping, why your Lodge is important to the community, etc.

WHERE TO GET DISPLAY ITEMS: Visit www.flelks.org to learn more about these displays and how the FSEA can help you. Also, learn how to make a professional and relevant display.

HOW THE LODGE CAN RESERVE IT: As the P&PR District Chairman, you will be responsible for keeping track of the display’s location and use. A member of a Lodge within your district will contact you to reserve the display for an upcoming Lodge event.

Enclosed you will find two different tracking sheets. The first, titled District Chairman – Display Board Tracking Sheet, is intended for your use so that you will know at all times where the display is. You will also be able to inform a Lodge of its availability since Lodges in your district will need to schedule the display’s use in advance. When a Lodge is finished using the display, they must notify you. You will then need to refer to the tracking sheet. If, for example, a nearby Lodge has scheduled it the weekend following the Lodge that has just finished using it, you can request that a Lodge member deliver the display to the next Lodge on the sheet. If there is a gap in its use, you may want to pick the display up so that you have it ready for the next scheduled use. It is under your discretion how the display moves around within the district. However, please be reminded that the safe keep and whereabouts of the display is your responsibility. Use your best judgment! The second sheet, titled Lodge – Display Board Use Tracking Sheet, is an example of the tracking sheet that the Lodge will fill out each time the display is used. Inside the display board carrying case we have included an envelope.
containing several copies of the Lodge tracking sheets. After a Lodge has completed this form, they will send it to you so you can ensure that you have logged its use correctly. You may also receive pictures of a Lodge’s completed display as we have encouraged them to photograph it. Each month we ask that you e-mail or mail your tracking sheet, along with any pictures, to the FSEA. We are doing this for several reasons and they are as follows:

- To help you keep track of the display’s whereabouts and usage
- To give the FSEA an idea of the effectiveness of the display
- To show the FSEA how the display is being used and allow us to offer any help we think may be necessary

Please visit www.flelks.org to learn more about this project! There you will find downloadable versions of the tracking sheets. If you have any questions regarding the display, please do not hesitate to contact Russ or me. We are excited about this project and are available to assist you in any way we can.

Fraternally and sincerely:

Carl & Russ