

# Grand Lodge Public Relations Goals and Priorities

Below are recommended Grand Lodge Public Relations goals and priorities. Please pass this information to your Public Relations Chairman and Web Master.

1. Expand Awareness of the Elks and its Charitable Activities.
2. Recruit Members who are Motivated by Charitable Giving.
3. Brand your Lodge as the premier "Local Charitable Organization"
4. Have a Public Relations and Membership table at every public event.

Explain What Elks Do and How to Join -- must be on display 24/7

5. Create a job description for the Lodge Public Relations chairperson.

Look at it through a business perspective

6. Revamp ALL Lodge Websites:

The Must Haves on a Website:

- Who We Are
- What We Do
- Why Join
- How to Join
- **Place the follow on your website:**

**We invite you to find out what it means to be an Elk. Explore this site to find out who we are, what we do and how you can join "The Premier Local Charitable Organization".**

Thank you,  
**Connie J. deYoung**  
*State Public Relations Chairman*