

# Public Relations Assistant

## How to ask for a Proclamation or Resolution

A proclamation is a signed document from a government official, such as a mayor or governor, which officially and publicly announces something. A resolution is an official declaration of a city council or a similar governmental body that is read into the minutes of an official meeting and voted on by the members of the body. A resolution will require more planning than a proclamation since it has to be placed on the agenda of a scheduled council meeting. Proclamations and resolutions are often used to name a day or period of time in honor of a person or organization. A proclamation or resolution can be a great way of attracting attention to your Assembly and gaining credibility in the community. Follow these steps to ask for an IORG (Rainbow for Girls) Month or IORG (Rainbow for Girls) Week proclamation or resolution.

### Prepare a package of Information

At a minimum, your package should include a cover letter explaining your intention and giving information about your Assembly, a page of background information on IORG (Rainbow), a list of your special plans and a sample proclamation.

### Select your target

Select the Mayor of local councilperson and look up his or her office in the government pages of the phone book. If someone connected to your Assembly personally knows a local public official, ask him or her to help you make the first contact, and introduce you.

### Make the first contact

Call the office of the official you have selected and ask for the press representative. Have the package of information you prepared with you by the phone. Introduce yourself and tell the person that you are working on behalf of your IORG Assembly. Give a brief explanation of IORG (Rainbow for Girls) and your Assembly and be sure to mention that IORG is a 501(c)(3) charitable organization for youth. Next, tell the person that you would like to know how to go about asking for a proclamation or resolution.

### Send the package of information

Send the package of information immediately following your conversation with the press representative. If any additional materials were requested, send them as well.

## Follow up

Ten days after you talk to the official or the press representative, make contact again to ask for the status of the request. If no decision has been made yet, ask when you should call again. Keep calling back until a decision is made. Whether you are successful or not, send a thank you letter to the official and his staff.

## Attend the signing

If you are successful, find out if you can set an appointment for your Assembly to attend the signing. At the signing be sure that each member wears appropriate attire. Be gracious and express how grateful you are for the official's time. Bring a camera to take a group picture with the official.

## Afterward

If your Assembly receives a proclamation or resolution, be sure to capitalize on your success:

- Frame the document and hang it in a place of prominence in your Assembly's meeting place.
- Inform you Grand Deputy and Area Grand Deputy.
- Send a copy of the document and any pictures to the Pot of Gold Editor for possible publication. (Following the usual guidelines.)
- Send a press release to the local media along with any pictures of the signing.
- When sending the press release, include a copy of the document to increase the press release's credibility.