

California Rainbow Publicity Challenge

Earn a certificate for your assembly if you earn 100 points (or more) by Grand Assembly!

Each month there are specific challenges for you to focus on. Do one or all!

Watch on social media as we highlight the monthly challenge and share tips for that challenge.

The top 3 assemblies who earn the most points will be awarded medals at Grand Assembly 2017!

Form is due by January 31st, 2017

See the PR Team resources at www.GoCARainbow.org for help!

April – Share your Grand Assembly Excitement!

- ① Write a press release about your new Grand Officer or Grand Assembly and submit it to at least 1 local publication or online news site. (10 points each publication) (Attach Copies)
- ② Participate in a Masonic Youth information night or visit a local Masonic organization and talk about Rainbow. In addition to your own, consider the Lodges/Chapters that don't have local Rainbow Assemblies. (10 points per presentation) List Lodge and Presentation date(s): _____
- ③ Create an Instagram account (if you have not!) and post a fun photo and caption explaining what Rainbow or Grand Assembly is. (10 points) List your Instagram account name _____

May – Practice Talking about Rainbow!

- ① Hold an elevator speech workshop and contest in your Assembly. Email the winning speech to CaRainbowGirls@gmail.com with your assembly name. (15 points)
- ② Create a fun 2-5 minute video with the members of your assembly about Rainbow. Email it to CaRainbowGirls@gmail.com with your assembly name. (20 points)
- ③ Go to a Masonic Lodge or Eastern Star meeting/dinner and tell them about our new Grand Service Project! (10 points) List Lodge and Presentation date: _____

June – Paint the town Rainbow!

- ① Hang Rainbow flyers, posters or business cards in local grocery stores, town halls, libraries, community centers, churches, schools, restaurants, and other public venues. Take photos of your posts and email them to CaRainbowGirls@gmail.com. (5 points each photo) Number posted _____
- ② Use shoe polish/car markers and draw fun stuff on car windows (adults permission first!) before heading to a Rainbow event. Write our website on the car. Send a photo to CaRainbowgirls@gmail.com (5 points)
- ③ Write and submit a press release about your Installation of Officers. (10 points each publication)(Attach copies)

July – Summer Fun

- ① Write and submit a press story about your Founders Day event. (10 points each publication)(Attach copies)
- ② Write an article about Rainbow and your Assembly's fun summer activities. Submit to local papers and online news websites. (10 points each publication)(Attach copies)
- ③ Come up with a fun new way to invite prospective members to an upcoming fun event. Carry it out! (10 points) Briefly describe _____

August – Back to School - Focus on Rainbow Awareness!

- ① Create an Assembly Marketing box with; flyers, banner, tablecloth, contact sign in sheet, tri-fold information board, and promo items. Take a photo with the box and send to CaRainbowGirls@gmail.com (15 points)
- ② Set up an information table at a mall, store, back to school night, or other venue. Consider having girls in gowns and our red IORG shirts. Talk about Rainbow, pass out flyers and collect contact information of interested members. Invite prospects to an upcoming event. (2 points per hour that table is staffed.) # of hours _____

③ Create a flyer for an upcoming event (Fun event, membership event, etc) and post it in local lodges, community centers and give to friends. (Attach copy of flyer) (10 points)

September – Targeted Marketing!

① Hold an information session at a local school (See the PR team for a step-by-step guide!)(15 points) Date and School _____

② Distribute flyers about Rainbow at a local school. (See the PR team for sample flyers you can edit and tips.) (15 points per school) School(s) distributed at _____

③ Hold a Rainbow Information Night or Prospect Party. Submit event info to local papers. Make invitations to give or mail to friends and prospective members. Invite members of local Masonic lodges, Eastern Star Chapters, and Amaranth Courts in your area. Post or distribute information about the event at local schools or churches. (20 points) Date and Location _____

October– Make a Difference Month

① Write a press release about your service project and publish in a local paper or online news site. (10 points each publication)(Attach copies)

② Go out and do some service with everyone wearing matching IORG shirts. Take a photo and send to CARainbowGirls@gmail.com (10 points)

November – Be Thankful for Communication

① Create a Google Voice number for your assembly to use (see PR resources for instructions)(5 points) Number: _____

② Create a fun graphic announcing an upcoming event and post it on your assembly Facebook/Instagram. Try www.picmonkey.com to make it. Email graphic to CARainbowGirls@gmail.com (5 points)

③ Do your line officers have Rainbow business cards to keep on hand in case they meet a prospective member? Make sure they do! (Order info on the PR section of state website.) Then take a photo of them holding them their cards and send it to carainbowgirls@gmail.com (10 points)

December – Wrapping up a year of Publicity

① Create an assembly newsletter. Consider your audience – Is this for members? Prospective Members? (Attach or email a copy) (10 points)

② Reflect on the publicity you have done this year – what has worked and what has not? Meet with your officers and come up with a plan for publicity for 2017! (Attach your plan) (15 points)

③ Create a trifold board to prepare for Grand Assembly’s upcoming contest (10 points)

Bonus: Earn 10 points for each additional press release or story you submit to the local papers. Write and submit stories about your receptions, service projects, fun activities, and so on.

Worthy Associate Advisor (Your PR Rep!)

Mother Advisor

Submit this form to:

DUE: January 31st, 2017

ATTN: PR Challenge

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