



## PR TEAM

# CALIFORNIA RAINBOW FOR GIRLS

GoCaliforniaRainbow.org • CARainbowGirls@gmail.com

The Public Relations Team is here to help YOUR assemblies grow by spreading the word about California Rainbow to the public! The team is led by Mrs. Vennie Deubler with committees comprised several girl and adult members.

### ASSEMBLY RESOURCE COMMITTEE

(Advisor Victoria LaMar-Haas) CAIORGARC@gmail.com

Provides and connects assemblies with resources they can use to build their individual identity and visibility in the community. Examples; open house flyers, how to create blogs/media pages, grassroots ideas and teaching WAA's publicity tools. Hosts a learning session at Grand Assembly and will be hosting learning webinars for girls.

### STATEWIDE PUBLICITY

(Advisor Karen Brust) CAIORGSPAM@gmail.com

Identifies and researches new and diverse opportunities to promote Rainbow statewide. Examples are things like Google grants, promotional materials, and print ads.

### VIDEO & PHOTO TEAM

(Advisor Mark Read) CAIORGPhotoandVideo@gmail.com

Capture photos and videos for events and create multimedia content that is inspiring.

### GRAPHIC DESIGN TEAM

(Advisor Amy Kimes) CAIORGGraphicDesign@gmail.com

Creates relevant and consistent branding and promotional materials such as postcards, flyers, apparel logos and much more for all of California Rainbow's teams.

### SOCIAL MEDIA TEAM

(Advisor Jodie Ranzinger) CAIORGSocialMedia@gmail.com

Manages all social media accounts and ensures safety. Shares news, opportunities and YOUR photos and videos! Runs campaigns and marketing for public awareness such as Social Media Takeover day on November 18th! Follow all of our accounts listed at the bottom! Please submit photos/videos to be featured on social media. We are especially looking for service and fun!

### WEBSITE RESOURCES

Valuable resources are available from the PR team; Business cards, bookmarks, Publicity Challenge forms, Open House Flyer samples, Press Release samples, Banner information and MUCH MORE!  
[www.gocarainbow.org/resources/public-relations-team/](http://www.gocarainbow.org/resources/public-relations-team/)

TO CONTACT THE TEAMS OUTSIDE OF THE RESOURCES AVAILABLE

Email CaRainbowGirls@gmail.com or call Mrs. Vennie Deubler at (714) 321-8509