



June Term 2023 PR Kit

GOAL: For every Assembly to send at least one girl and one adult to our Publicity Social on August 4th! More details below.

CHALLENGE: Every Assembly will try at least one of the resources below, and let the PR Team know how the resources helped (or, needed improvement!) by using the survey at the bottom of the kit.

Helpful Dates and Tools

May 21st, 7pm: PR Team Training

Learn how to customize the items in this package, how our Team can help your assembly, and more!

- [Click Here to Join Meeting](#)
- Check out more PR Video Trainings [here](#)

May 28th: First OV

New year, new grand service project! Share the CAIORG GSP announcement on your social media pages, with your local Tressleboard, and on Patch.com.

- [Click Here](#) for a template article announcing the GSP

June: Submit photos to SmugMug

Traveling to Rainbow Camp? Visiting other jurisdictions? Holding fun events? The PR Team wants to see your assembly's summer activities - and you might even be featured on our State social media pages!

- [Upload to SmugMug Here](#)
- [SmugMug Instructions Here](#)

July: Invite your local Masonic Bodies to a meeting or fun event

This month, we challenge you to invite your local Lodge, Bethel, Chapter, etc. to come find out more about CAIORG!

- [Use these template event flyers](#)

August 1st - 18th: Flyer Frenzy

It's that time again - Flyer Frenzy! Post the flyers below all over your town and challenge yourselves to put some up in a different place than last time. Winner gets a donut party!

- [Instructions here!](#)
- [Flyers here!](#)

August 4th, 7pm: Publicity Social

Come play games and exchange ideas at the PR Team's first social hour! All adults and girls interested in assembly PR are invited, including WAA's, board members, etc.

- [Join us at this link!](#)

September: Back-to-School Booth

Does your school have an open house or extracurricular night? See if they'll allow CAIORG to be represented, and come prepared with the resources below!

- [Make an Assembly Banner](#)
- [Print Informational Flyers Here](#)
- [Practice your Elevator Speech](#)

October 31st: Halloween

BOO! Your costume might be scary, but advertising CAIORG doesn't have to be! Encourage members and alumni to hand out these flyers with candy for a quick way to spread the word about Rainbow.

- [Download Halloween flyers here!](#)
- [Not handing out candy? Find Yard Signs here!](#)

December - January:

Installations, receptions, and dues are due! The PR Team is here to help with fun postcards that can be used for invitations, dues reminders, welcome letters, and more. Better yet - fill them out together as an assembly for a fun activity!

- [Use these fun postcards](#)

December 31, 2023: Tell us what you've done!

Were any of these items helpful (or, maybe not?). Let the PR Team know by the end of the 2023 year!

- [Fill out our feedback survey here](#)

Other Helpful Resources:

[Brand Guide](#)

[CAIORG Official Logos](#)

[Complete PR Google Drive](#)