California IORG Publicity Kit

July 2024 Edition

Use this guide to help plan your Assembly's publicity, an important tool to keep your assembly growing! Each month has an easy suggestion for you to use, just click on the link! And remember, our website has even more tools, tips and templates for any publicity needs, including Pledge!

Brand Guide, resources, templates & more:
https://gocarainbow.org/resources/pub-comms-team/

Term Challenge

Host a fun summer event with your Area and invite as many people as you can! Local sponsoring bodies, DeMolay and Jobs Daughters, friends, families, your community, and more.
Show us how you used the Publicity Team Resources by emailing gocarainbow@gmail.com. You may be featured on our state social media accounts!

July

Share your Rainbow travels!

Have photos of Rainbow Camp, out-of-state Grands, and fun events? Share your pics!

- Upload to SmugMug here
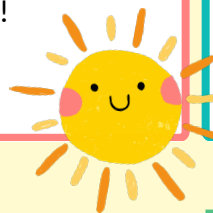- See SmugMug instructions

August

Invite local Masonic Bodies to a meeting or fun event!

Invite your local Lodge, Bethel, Chapter, etc., to come find out more about CAIORG!

- Use these templates for your event flyers!

September

Back-to-School Booth

Does your school have an open house or club day? Host a CAIORG booth with the resources below!

- Make an Assembly banner
- Print brochures here
- Design fliers here

October

Candy Flyers

BOO! Your costume might be scary, but advertising CAIORG isn't! Hand out these flyers with candy for an easy way to share CAIORG with neighbors!

- Print Halloween flyers here!
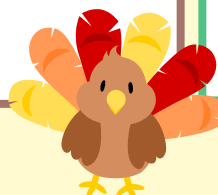- Not handing out candy? Find yard signs here!

November

Make Assembly Stickers

Work together as an Assembly to create a design in Canva, then order some through their site and share them on your travels! Want something pre-made?

- Shop our Redbubble store!

December/January

Send Invitations

Installations, receptions, and dues, oh my! Mail or email personal reminders and invites to members you haven't seen in awhile and local alumni.

- Use these fun postcards for invitations, dues reminders, welcome letters, and more.

Questions? Email us at CaRainbowGirls@Gmail.com