

The mission of the Public Relations and Media Committee is to inform DAR members AND their communities about the historic preservation, education, and patriotic mission and activities of the DAR. So, let's RISE and SHINE and SHARE!!

Sharing the good works of our Society is key to engaging current members and attracting new members. Every media release, news story, and social media posts helps to answer the question, "What does DAR do?" and invites community members to share in our mission of historic preservation, education, and patriotism.

The VanBuren Administration continues the commitment to increase public awareness of DAR objectives and programs. The national website offers lots of tips and tools to help you promote the activities of your chapters and our organization to your members and to your communities. The most important two things to remember are:



## 1. Engage Current Members

Communication is key to the success of every organization and in today's world it's easier than ever. With Daughters' busy lives taking us in many directions, it's critical to engage our members and invite active participation. Consider using:

- **Members-only websites** to share chapter meeting minutes, agendas, photos, etc.
- **Closed social media pages** for chapter members to share events, happenings, photos, and the like.
- **Chapter newsletters** to circulate electronically or print
- **Skype/Facetime or record** chapter meetings to share with those members who can't attend
- **Telephone trees** as an effective means of communication to keep those members who are less computer savvy connected to the life of your chapter.

## 2. Promote DAR to the Public

Does your community know the good works of your chapter or state organization? Are you sharing your community service project, chapter programs, events, and award presentations with the media? Local media outlets are grateful for well-written media releases (especially with high quality photos!) that can be run in the paper. Writing a media release is easy and can be emailed in a matter of minutes. Let us help you share your work through:

- **Media releases** to local media outlets
- **Public social media pages** (Facebook, Instagram, Twitter) to share events, photos, and other news
- **Chapter brochure** to disseminate in the community

Professionalism and persistence are your best tactics to get local news outlets to take notice of your chapter's activities. Make sure your media releases cover the bases outlined in The ABCs of Public Relations — "dot your i's and cross your t's!" Present your essential information clearly in the first paragraph.

Newspapers, radio, and television aren't your only public relations targets. Strive to make a great impression on everyone in your community. You never know where you'll find your next member, speaker, or donor! Leave copies of your chapter brochure or past issues of the *American Spirit* magazine at your local historical society, library, historic homes, hair salon or doctor's office. Answer all inquiries promptly.

## Resources

I recommend using Chrome as your browser:

ABC's of Public Relations: <https://www.dar.org/sites/default/files/members/committees/pr/pdf/abc.pdf>

DAR logo files: <https://www.dar.org/members/download-graphics/download-dar-logo-files>

Useful PR resources: <https://www.dar.org/members/committees/national-committees/public-relations-and-media-committee/useful-public-relations>

Effective media releases: <https://www.dar.org/members/committees/national-committees/public-relations-and-media-committee/effective-media-releases>

I look forward to helping you and your chapter **Rise and Shine for America!**