



NEVADA STATE ELKS ASSOCIATION

PUBLIC RELATIONS COMMITTEE MANUAL

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Past State Presidents Advisory Council

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1.0 Purpose

The Public Relations Committee, through effective communications, will relate to the public our purpose, aims, and goals and to publicize the good deeds of our Order.

2.0 Scope

To maintain a program that will inform the public about special events within the State Association and local lodges; to educate the public to the work being done by the State Association and the local Lodges; to urge the public to assist the Lodges in these undertakings.

3.0 Responsibilities

3.1 NSEA President Liaison Will:

- Provide a written quarterly report to the Executive Committee with the assistance of the State Chairman
- Assist in coordinating details and arrangements for all State Convention programs, requests for presentations to be made on the floor of the convention and for training workshops. Coordinate requests for presentations at State meetings with the State President.
- Assist the State Chairman designee in coordinating funding activities through the use of the “Budget Request Form” each February.
- Attend the monthly meetings of the Working Committee, when possible.
- Accept action items from the State Chairman for review with the Executive Committee when required.
- Review the contract proposed by the State Chairman, for the publishing of the Nevada Elk. Submit the contract to the Executive Committee and obtain the signature of the State President.
- Review the contract with the Float Manager and obtain concurrence of the Executive Committee.

3.2 The State Chairman Will:

- Each quarter attend a meeting with the Executive Committee and provide a report of your committee's actions, achievements and/or challenges. If unable to attend the Quarterly meeting, a member of the committee may represent the State Chairman. If the Chairman or a member of the committee cannot attend the Quarterly the Chairman will submit a written report outlining the Committee's actions, successes, failures and send it to the committee's Liaison Officer at least ten days prior to the meeting. (Quarterly meetings are held on the 3rd weekend in June, October, January and April. The Secretary/Manager will provide notices of these meetings.

- Schedule and chair monthly meetings of the Working Committee. Minutes are to be maintained of all meetings and copies forwarded to all members of the working Committee, the Liaison Officer, and the State Secretary.
- Assign State Committee Liaison responsibilities to each member of the Working Committee. Notify the affected State Chairman of the individual assigned as Liaison to his committee.
- Appoint an Editor for the State Newspaper, The Nevada Elk. Prepare a description of the responsibilities for the Editor. Work with the Editor to develop a contract with a publisher for the State Newspaper. The contract is to be forwarded to the Liaison Officer for review and approval by the Executive Committee.
- Write articles for the State Newspaper as needed or request members of the Working Committee to prepare needed articles. Articles need to be sent directly to the Editor of The Nevada Elk to support established deadlines.
- Prepare a Manual for the operation of the State Association Float. The manual shall contain the details for the operation, funding and control of the State Float. The Manual requires the approval of the Executive Committee.
- Incoming State Chairman will provide detailed budget information to the Liaison Officer each February through the use of the “Budget Request Form.” During his term, the expenditures of the committee are to be monitored to ensure operation is within the approved budget for the Committee.
- Provide the Liaison Officer with the agenda for convention programs at least 30 days prior to the convention. The January programs should focus on committee training. The June program should highlight the previous year’s successes and a description of the program for the current year.
- Provide the Liaison Officer with details and agenda when requesting time for making presentations to the assembly at State Meetings at least 60 days prior to the meeting. Keep in mind that presentations at State Meetings will be limited and must be vital information to the whole assembly.
- Schedule and conduct training workshops at various times and locations across the state as coordinated with the Liaison Officer.
- Obtain stationery, forms and reports as required for all committee members from the State Association Secretary.
- Establish and maintain an Internet Page for the State Association related to Public Relations activities.
- Turn all files and records in his charge to the succeeding Chairman.
- At the conclusion of each Nevada State Elks Association year, visit the State Office and purge the files related to the Committee.

3.3 The Working Committee Will:

- Attend monthly meetings as scheduled by the Chairman.
- Accept assignments and responsibilities from the State Chairman. Assist the Lodge Chairman in setting up and operating their Public Relations programs.

3.4 The Lodge Chairman Will:

- Obtain and familiarize themselves with Grand Lodge and State Public Relations Manuals.
- Seek training and advice from the State Chairman and members of the Public Relations Working Committee.
- Promote Public Relations programs in your Lodge through meetings, Lodge Bulletins, personal contact, posters and other methods.
- Respond to requests for information and action items from the State Chairman or members of the Working Committee.

4.0 Co-Pay Advertising

4.1 Intent:

The intent of the co-pay advertising is to assist the lodges in making the public aware of the various Elk activities, both social and benevolent, in an effort to increase membership.

4.2 Type of Ads:

The following is a partial list of what the State Association Public Relations Committee will pay under the Co-Pay Advertising Program. Other Ideas are always welcome. Newspaper Ads, Banners, Billboards, Cable TV Ads, Cable TV Billboards, Little Nickel Want Ads, Television Ads, Radio Ads.

4.3 Requirements:

- The word "Elks" MUST be in the ad.
- Alcohol is not directly mentioned.
- Prior approval is needed

4.4 Amount Paid:

The Public Relations Committee will pay 50% of each ad up to a total of \$150.00 per ad until the money runs out.

4.5 How to Apply:

After receiving approval for Co-Payment, each Lodge applying for a co-pay for advertising shall mail a copy of the actual billing statement and a copy of the ad or verbiage if the ad is not in print, to the State Association Co-Pay Coordinator.

5.0 Co-Pay Athletic Teams Program

5.1 Qualifications:

Any Youth Team that participates in organized competition is eligible for co-pay sponsorship. Other ideas are always welcome and should be submitted to the Public Relations Committee for consideration.

5.2 Requirements:

The word “Elks” MUST be on the team uniform or cap.

5.3 Amount Paid:

The Public Relations Committee will pay 50% of the cost of sponsoring a team, not to exceed \$150.00 per year per Lodge. Only one team per Lodge per year qualifies for athletic team co-pay.

5.4 How to Apply:

Mail a copy of the actual billing statement for sponsoring the team to the Public Relations Committee Co-Pay Coordinator. If possible, the Public Relations Committee would like a picture of the team. This could be sent at a later date.

6.0 References

6.1 Grand Lodge Public Relations Manual

7.0 Appendix

- NSEA Budget Request Form

8.0 Glossary & Acronyms

NSEA – Nevada State Elks Association

Appendix A – NSEA Budget Request Form

Nevada State Elks Association
Budget Request Form

Committee
State Chairman

Specific Program Goals for Fiscal Year : Date:

- 1.
2.
3.

Will your Committee generate any funds? Yes No How Much? \$
How will these funds be raised?

State Association Funds required to accomplish the goals:

Committee Operations: (Postage, Phone, Copies, etc.) \$

Awards: (Plaques, pins, etc. – Please specify.)

1. \$

2. \$

Grants – Please specify District or State \$

Other requests – Please specify:

\$

\$

Do you plan for any Capital Expenditures? Yes No

Specify: \$

TOTAL REQUESTED \$

Signature of State Chairman

Endorsement by Liaison Officer

Approval by President-Elect

Approval by Board of Trustees

(ATTACH ADDITIONAL INFORMATION AS NEEDED TO SUPPORT REQUESTS)