

CSAP



PUBLIC RELATIONS



&

MARKETING



MANUAL

JANUARY 2006

CALIFORNIA STATE ASSOCIATION OF PARLIAMENTARIANS

Division of National Association of Parliamentarians

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Strategies for Action

SUGGESTIONS FOR ORGANIZING A PUBLIC AWARENESS CAMPAIGN FOR YOUR UNIT OR AREA

2006 and beyond can be a beginning for the development of better recognition; status and reputation for CSAP among organizations in our state. With well-planned and executed marketing and public relations we will reach these goals. Well-planned media events will also bring new members too.

We are creating ways to bring our organization to the forefront in many local areas of our state, while making the journey somewhat painless. Information contained in this Manual will hopefully assist Units and Areas to develop a Public Awareness Campaign that can easily be utilized from year to year.

Included in this Manual are:

- Samples (sample releases/articles for newsletters) that can be localized and used for events sponsored by CSAP Units or Areas.
- Ideas and suggestions for utilization of the various sample releases/articles .
- Samples and suggestions will be available soon on our website www.ca-parliamentarian.org and from the Public Relations/Marketing Chairman.



Good Luck, in your efforts to make CSAP more visible in your community and to present interesting and innovative programs and events that will show potential members what the study of Parliamentary Procedure will do for them. Feel free to call on the Public Relations/Marketing Chairman to discuss ideas or for help planning events. Let's get started!

INFORMATION:

1. Without your help and dedication, a marketing plan will not be effective, no matter how good it is. CSAP Units and members are not well known in our communities. The majority of people have never even heard of Parliamentary Procedure and certainly do not know how that knowledge would be of benefit to them. Make a list of ways in which you can draw attention to your Unit/Area and how where you can advertise what you or your group does. Are there businesses that will allow you to leave a supply of Organizational Profiles that explain what you do? How can you get the word out about your events? Compile members' suggestions and develop a plan.
2. Using the sample news release, write several basic news releases to which you will later add Unit/Area meeting information--time and location and any special event details. Have a professional Unit/Area sign made to use at meetings and events.
3. If you don't have a Unit or Area Profile (informational tri-fold) develop a current profile, which spells out, what your Unit/Area and its members, including Members At Large, are currently doing for and in your community. Also distribute the Statewide CSAP Profile, adding a local contact.
4. Arrange that all members have a supply of some kind of business cards. Furnish all members with permanent nametags that can be worn to all meeting, including non-CSAP events. And, except when casually dressed, members should wear the CSAP pin. Someone will always ask, "What does your pin represent?" There, is an opportunity to talk about how they could benefit by belonging.

MEDIA

1. Contact key print and broadcast mediums in your community and ask for suggestions and strategies for better coverage, awareness and public education. Ask how you can acquire participation of media personalities in your events. Make friends with the media and VIPs in you area. Consider having one or two Honorary Members who have ‘name recognition’ in your area. They can help improve your status and they may be a draw, with an article and picture in the local newspaper.
2. Plan events such as institutes, seminars, mall displays and other types of training sessions where attendees will be exposed to parliamentary law and obtain details about your group and members at large and your area. Hold the seminars or institutes in unique places and where people gather.
3. Mail a series of print and electronic public service announcements to radio, television stations, newspapers and magazines in your region. Consider a multi-Unit membership/public awareness campaign. Offer media Guest of Honor status and complimentary admittance to your events.
4. Double-space your PSA's and follow-up with a telephone call to the stations, volunteering additional information and support, as needed. Mail your PSA's **no later than four weeks prior** to your event or meeting. Pictures should not be too busy. They should contain no more than two or three persons and those persons should be ‘doing something interesting’ for eye-catching, action shots.
5. Ask your local electronic media (TV - Radio) to broadcast your PSA's beginning on a certain date through a certain date, as time allows. Keep them supplied with current, generic PSAs to use ‘as time allows’.

HEADING:

All press releases should have the following heading, be double spaced, with one (1) inch margins.



PRESS RELEASE

CALIFORNIA STATE ASSOCIATION OF PARLIAMENTARIANS (CSAP)

CONTACT

(Name of person sending the release or someone who can answer questions)
 (Telephone Number(s))
 (Email address)

START DATE _____ **END DATE** _____

PICTURE INCLUDED: _____ **Yes** _____ **No**

Names and titles (left to right):

(Number pages (1 of 2 Pages) and put the contact information on each page in case a page gets separated.

PRESS RELEASE AND ARTICLE EXAMPLES

One

LOCAL PARLIAMENTARY LAW GROUP TO CELEBRATE

A complimentary parliamentary law tutorial will be held in Celebration of Parliamentary Law Month at the ____ (location, date and time) ____ (e.g., Sunrise Mall-Sears Entrance). Adults and teens alike, who belong to groups, clubs; agencies, homeowner associations and other like organizations that hold meetings and take action on behalf of the whole group, are invited to participate in this unique event.

The _____ (unit/area) _____ offers this tutorial to those who attend, to show how the use of parliamentary law can enhance any organization. General Henry M. Robert wrote *Robert's Rules of Order, Revised* from 1912 to 1915 when it was published, to help make it possible for assemblies and societies to free themselves from confusion and dispute and to make it easier for members of groups to accomplish more in a shorter length of time.

Why should we study Parliamentary Law? It is difficult to find another branch of knowledge where a small amount of study produces such great results in increased efficiency in a country where the people rule, as in parliamentary law. – Henry M. Robert

The great lesson for democracies to learn, is for the majority to give to the minority a full and free opportunity to present their side of an issue and then, through organized debate, for the group to come to the best decision. Come spend an hour or two with us to celebrate and learn how you can become a more confident and effective presider and member of your group. For additional information you may contact a member of the _____ Unit at _____ (email/phone). (More information about the Unit/Area such as area covered, how often you meet, where you normally meet, etc. can be written here.)

END

SUGGESTIONS:

- *The above press release/article can be utilized (adding more local information) in late March or early April to draw attention to an event open to the public that you will be conducting to celebrate Parliamentary Law month, to market your Unit/Area.*
- *Setting up a live educational event where people gather, like a mall, can “Open eyes in your area and spark interest.” Have an attractive display and clever costumes (graduation hat, black robes, old-time-school setting or anything eye-catching) for best effect.*

More.....

- *The more eye-catching the more likely you will be to get the press (TV or Radio) to come and further publish your event. In fact, if you stage it early and take a good, clear, not too busy picture, you can send a copy with your press release.*
 - *Display all Parliamentary Month Resolutions or Proclamations received from civic leaders.*
 - *Market this event in several ways: TV, Radio, Other Group Newsletters, Corporate Newsletters, Church Bulletins and colorful flyers mailed to various city, county, state and public Agencies. Drop off those flyers all over town.*
 - *Be sure to have plenty of Unit/Areas or the State Organizational Profiles and other materials for handouts. Don't forget a supply of "Membership Interest" flyers that answer questions about joining, readily available for the taking as well.*
 - *Always keep in mind the possibility of starting a new Unit in another area of town, within a large corporation (noon-time meetings), at a college or university, or in senior housing like Sun City.*
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Two

LOCAL GROUP SEEKS INQUISITIVE NEW MEMBERS

The _____ Unit of the National Association of Parliamentarians is seeking prospective members interested in developing their organizational skills. The Unit is hosting a Decadent Dessert Event where the members will welcome the occasion to inform the inquisitive of the benefits of becoming a parliamentarian or just learning parliamentary basics.

Attendees will have the opportunity to enjoy delicious desserts and at the same time meet other inquisitive and knowledgeable men, women and students who study and practice Parliamentary Law. Come learn how basic parliamentary concepts and practices enable assemblies of any size, with due regard for every member's opinion, to arrive at the general will of the organization in a minimum amount of time.

The California State Association of Parliamentarians (CSAP) assists individuals in developing their skills to protect their rights and the rights of members of an organization. Study includes practical exercises on a multitude of situations including when and how to make a motion, skills on debating a motion, and rules of voting.

Come spend an hour or two with us and be inspired to learn more. For additional information you may contact a member of the _____ Unit at _____ (email/phone). (More information about the Unit/Area such as area covered, how often you meet, where you normally meet, etc. can be written here.)

END

SUGGESTIONS:

- *The above press release/article can be utilized (adding more local information) anytime of the year and is best held in someone's home or in a location that is comfortable and not too formal.*
 - *Create an atmosphere that is a friendly and casual.*
 - *Members can each bring a dessert and certain members should be assigned ahead of time to discuss, not lecture, some aspect of parliamentary law that will stimulate the attendees to want more. It must be fun as well as educational.*
 - *This type of event can be extremely successful but only if all members participate by bringing at least one person to the event.*
 - *Again, be sure to have a variety of handout material that attendees can take home and read.*
 - *Be sure to have nametags and give the attendees a printed list of all or some of the members for future contacts. Names and emails and telephone number, plus the time and place for the next meeting will make it easy for follow-up.*
 - *Ask the attendees to fill out a brief survey that asks for their name, address, email and telephone number and a section that inquires if they are at all interested in more training or information about your Unit/Area.*
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Three

PARLIAMENTARIANS READY TO INSTRUCT GROUPS

The California _____ Unit/Area of the National Association of Parliamentarians has formed a group of professional Parliamentarians who are available to groups and organizations on a onetime basis for a complimentary introductory presentation. These Parliamentarians will enlighten attendees to the interesting and valuable basics of Parliamentary Law.

Presentations can be as brief as 20 minutes or as long as one hour and could be for as few as 10 persons or as many as you wish. Contact us by telephone or email _____ - _____ to set up a time and date for a presentation at your location.

The presentation is interactive and attendees will discuss and study the benefits of developing organizational skills and how to improve their club, homeowners or other groups, or agency. Attendees will receive tips on how to conduct and/or participate in creatively improving their deliberative society, while protecting member's rights and getting the job done. You will also learn how basic parliamentary concepts and practices enable assemblies of any size, with due regard for every member's opinion, to arrive at the general will of the organization in a minimum amount of time.

Through the study of Parliamentary Law, you will become more confident, effective and skilled at work and as a community volunteer. Presentations will be schedule on a first-come first-served basis.

Four

PARLIAMENTARY LAW STUDY GROUP FORMING

The California State Association of the National Association of Parliamentarians will hold an informational and exploratory formation meeting on Saturday, _____ (date & time) _____ at the _____ (local fire station, library, church, VFW Hall, hospital training room, restaurant) _____.

Members of any and all organized groups or societies are encouraged to attend to learn the benefits of becoming associated with others responsible for organizational duties and to enjoy refreshments.

Attendees will discuss the formation of a group of business, professional and community leaders who want to develop their organizational skills and improve their club, homeowners or other groups, or agency. Attendees will receive tips on how to conduct and/or participate in creatively improving their deliberative society, while protecting all member's rights and getting the job done. You won't want to miss the opportunity to give your input into this new local group.

Come learn how basic parliamentary concepts and practices enable assemblies of any size, with due regard for every member's opinion, to arrive at the general will of the organization in a minimum amount of time.

For additional information you may call XXX XXX-XXX or email XXXXXXXXXXXXX.

END

SUGGESTIONS:

- *A Unit, Area or CSAP Board can use this press release/article anytime they plan to begin the formation process for a new unit.*
- *Some of the first items that must be decided and/or completed, about two-months prior to the proposed formation date are as follows:*
 1. *Obtain a local contact willing to (a. find a location, preferably free to hold the meeting, (b. willing to lend their local telephone number for inquires, (c. have a group who make and distribute articles by flyer or email to organizations (for their newsletters), agencies, city/county offices and any group who have meetings.*
 2. *Decide on a meeting location, date and time for the formation meeting and coordinate all the media print that will be used (press releases, newsletter articles, flyers, emails, radio and TV public service announcements. Who will follow up on each?*
 3. *Create or determine what handouts will be given to the attendees. What handouts will need to be created? Create or purchase nametags.*
 4. *Decide on the program. What will be done first? .Who will speak? Who will make presentations? What kind of presentations? What formation materials will be needed?*

5. *Will any forms need to be created? Will there be sample bylaws?*
 6. *What follow up will be necessary?*
 7. *Determine the date, time and location for the second and consequent meetings. Plan on a minimum of four formation meetings and after that someone will need to attend the new unit's meeting for at least six months or until they are well on their way.*
 8. *Who will do the follow up?*
 9. *If there is no registered parliamentarian in the new group, what RPs or PRPs will be part of the follow up?*
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WRAP UP

Most people need a good reason to make the effort to attend a meeting — it's much easier to just stay at home or at work. Your events and media releases must entice them to further investigate. Offer them alluring programs, workshops and other irresistible reasons for making the effort to attend.

Keep in mind that a huge majority of potential attendees and potential members work fulltime and have a limited amount of time to devote to attending meetings or presentations. — They generally will devote that time only to the meetings and events that offer them the most personally and professionally.

ARTICLES FOR NEWSLETTERS: With slight changes each of the news releases could be changed into a newsletter article.

Most organizations, agencies and civic groups have a newsletter. Most are also looking for news and articles of potential interest to their members and constituents and would welcome a suggestion of one or more articles. The difficult part is finding the names and address or email for the newsletter editor of various groups. If you are planning an institute perhaps you already have a mailing list of groups—use them for any and all of these events.

Let's stop being the best kept secret in the world. Spread the word. Make CSAP visible everywhere. If we want CSAP to be a vital part of our communities and if we want more members and parliamentarians, each one of us must make the effort to do something fun that tells people who we are. We must help fulfill the goal of this and other administrations. "Each One – Teach One!"

