



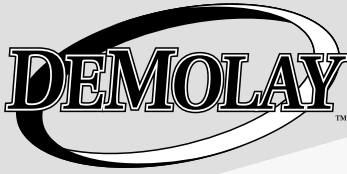
**DeMolay Month  
Resource Packet**

# DeMolay Month Resource Pack

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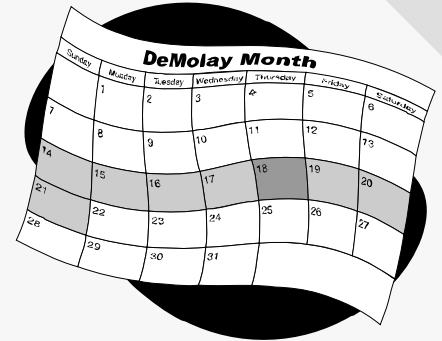


# DeMolay Month Resource Pack

## Get Started!

How is your chapter going to celebrate DeMolay Month? This packet is full of information designed to help you with DeMolay Month planning. Note that this packet is not meant to be read cover to cover. It is a collection of resources that can be used together or separately.

**If your chapter doesn't have a plan yet**, this packet will make planning quick and easy. Start with *Step-by-Step Guide to DeMolay Month Planning* on the next page. It will give you an overview of planning your DeMolay Month celebration. There are several more pages of examples, worksheets, and idea starters that will help with every step in the process.



**If your chapter already has a plan**, this packet may help make your DeMolay Month even better. Skim through and make sure that you haven't forgotten anything. Use the resources in this packet to add an extra element or two to your plan.

**DeMolay Month is the time of year when every chapter is focused on activities that involve the local community. The two main goals of DeMolay Month are community involvement and promotion of DeMolay.**

DeMolay Month is your best public relations opportunity of the year. DeMolay Month activities should be aimed at catching the attention of people outside of DeMolay. Try to plan events that get the chapter out into the public, or that get the public to come to the chapter. Contact your local government officials to try to get a proclamation or resolution. Encourage your chapter's members and advisors to talk about what the chapter is doing and to invite friends to attend events. Send information about your events to the local media. After a successful event, send pictures and a description of the event to the media.

### DeMolay Month Strategy:

Get involved in the community.

Have fun.

Raise awareness of DeMolay.

**DeMolay Week** is the week which includes March 18<sup>th</sup>. During DeMolay Week, chapters put forth an even more focused effort. Most of the major DeMolay Month events are scheduled for DeMolay Week.

Try to plan something that will keep DeMolay in the minds of your members each day during DeMolay Week. Your chapter doesn't have to hold a full-scale event each day. There are creative ways of promoting DeMolay that don't require a lot of planning or effort.

**March 18<sup>th</sup>** is the anniversary of the date DeMolay was founded in 1919. If at all possible, your chapter should plan an event to be held on March 18<sup>th</sup>, or visit a chapter that is holding an event.

It's up to you and your chapter to make your community aware of DeMolay. Increased community awareness means increased community support for DeMolay programs and membership.



# DeMolay Month Resource Pack

## Step-by-Step Guide to DeMolay Month Planning

This guide shows you step-by-step how to plan a great DeMolay Month. If your chapter does not have a DeMolay Month tradition, some of the steps may seem difficult. Just give it your best effort. Even if you don't ask for a proclamation or send out press releases, you can still have a great DeMolay Month. Each year you can add to your DeMolay Month tradition. The most important part is getting started, so read through this guide and get going!

### Select a DeMolay Month Committee

The Master Councilor should select three DeMolays and one or two advisors to coordinate the chapter's DeMolay Month plans. If your chapter is small, the DeMolay Month Committee should make the DeMolay Month calendar and plan all of the activities. If your chapter is larger, the DeMolay Month Committee should be responsible for laying out the calendar and coordinating the activities, but each activity may be planned by a separate committee.

### Fill Up the Calendar

Use the *DeMolay Month Calendar Worksheet* to find potential dates for DeMolay Month activities. Once you have a list of available dates, start deciding on activities. The *DeMolay Month Activities: Idea Starter* is full of ideas for great DeMolay Month events and activities. You can pick activities from it and customize them, or use it to start brainstorming ideas of your own.

Try to pick activities that fit your chapter's personality, size, and budget. Carefully consider how many activities your chapter will be able to accomplish. Some events require a lot of planning; others are simple. By selecting a good mix of activities you should be able to fill up DeMolay Month without overdoing it. Be careful to avoid picking several large-scale events. On the other hand, challenge yourself to plan at least one activity that goes beyond your chapter's usual routine.

### Ask for a Proclamation or Resolution

Once you have a basic plan, you are ready to ask your local government officials for a proclamation or resolution. A proclamation or resolution is a great way to raise awareness of DeMolay and will attract attention to your DeMolay Month activities. See the *How to Ask for a Proclamation or Resolution* guide for more information.

### Plan Each Activity

Each event or activity on your calendar deserves special attention. Be sure to follow through with planning and budgeting for each activity. If separate committees or individuals are assigned to plan each event, the DeMolay Month Committee should check progress occasionally to make sure that each activity is well-planned.

### Contact VIPs

VIPs are "Very Important People." Some activities are built around having a local official or other leader as a keynote speaker or featured attendee. Before you get too far into planning, make sure that the VIP is available to attend. It is a good idea to make a list of other people to invite if your first choice is unavailable. You should also have a backup plan in case the VIP has to cancel at the last minute.



# DeMolay Month Resource Pack

## Step-by-Step Guide to DeMolay Month Planning

### (Continued)

#### **Get the Word Out**

Be sure that all of your chapter's members and advisors are aware of DeMolay Month plans. Give planning updates at chapter meetings. Distribute calendars and other information. Use a phone tree or e-mail list to contact members between meetings.

Once plans are set, it's time to get the word out to the community. (Remember, DeMolay Month is about community involvement.) You can print up flyers that members and their parents can distribute at school and work. Consider hanging posters or signs at your chapter's meeting place or in local community centers. (Be sure to get permission first.) Send fliers or printed invitations to VIPs, nearby chapters, and other Masonic groups.

#### **Alert the Media**

Use the *Press Releases Made Easy* guide to create press releases for each of your chapter's public events. You should also create a press release if your chapter receives a proclamation or other form of recognition. Distribute the press releases to local newspapers, radio stations, and television stations according to the instructions in the guide. Invite reporters to attend major events.

#### **Have a Great DeMolay Month**

Carry out each activity in your plan. Have a good time! Encourage your chapter members and advisors to talk about successful DeMolay Month events at school and work.

#### **Be Proud of Your Success**

After a successful activity or event, send a press release with pictures to your local media to say how great the event was. Also send your press releases, pictures, proclamations, and any newspaper clippings to the DeMolay headquarters so that they can be filed in DeMolay's archives or used in DeMolay publications. The address is 10200 NW Ambassador Drive, Kansas City, MO 64153 or [news@demolay.org](mailto:news@demolay.org).

#### **Build on Your Success**

Once DeMolay Month is over, think about ways that you can keep up the enthusiasm and community support that you have started. Send thank you letters or cards to VIPs and people who contributed to your DeMolay Month activities. Be sure to write down any good ideas for future events or next year's DeMolay Month.



# DeMolay Month Resource Pack

## DeMolay Month Calendar Worksheet

Use this worksheet to help schedule your DeMolay Month activities.

<b>DeMolay Month</b>						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

First, fill out the March calendar for the current year; then find out which days are unavailable.

- Fill in your chapter's meeting nights and any events that are already scheduled.
- Fill in your **Devotional Day** observance. *Information on Devotional Day is available in the DeMolay Leaders Resource Guide or at [www.demolay.org](http://www.demolay.org).*
- Mark any community, Masonic, or school events that the chapter will attend or that will cause a scheduling conflict.
- Mark any dates for which a significant percentage of your chapter already has scheduled plans.
- Make a small mark on any date that your chapter's meeting place is booked (activities can be held elsewhere).

Now, you are ready to begin scheduling the rest of your DeMolay Month activities. The days that are not already marked are days that you may potentially plan an activity.

- Brainstorm a list of DeMolay Month activities. Use the *DeMolay Month Activities: Idea Starter* to help.
- If your list ends up being extremely long, re-list them in order of importance.
- Reading down the list, decide how many of the activities the chapter can reasonably plan. *Remember that you can do more if you plan a good mix of activities.*
- Find dates on the calendar that best fit each activity. Make adjustments if necessary.



# DeMolay Month Resource Pack

## Press Releases Made Easy: The Basics

Have you ever wished that you saw the name “DeMolay” in the newspaper more often? Have you ever held a chapter event and thought that it would have been worthy of an article in the newspaper or a report on television? Did you know that there is something **you** can do to help make that happen? Sending a press release is the best way for you to draw the attention of a media outlet to your DeMolay chapter. This guide will show you how to create an effective press release so that you can raise awareness of your chapter and of DeMolay in general.

### What is a press release?

A press release is an announcement that is made by a company, organization, or person that alerts media outlets to something that the sender thinks is newsworthy. One of the primary ways the media finds out what is going on is through press releases.

### Who can send a press release?

Anyone can send a press release. Large newspapers, television stations, and radio stations receive hundreds of them every day.

### What do media outlets do with press releases?

Reporters and editors decide which press releases to follow up on. A reporter might publish the whole press release, or a portion of it, word-for-word. The reporter could create a news story using the facts from the press release. The reporter could contact the sender to get additional details for a more complete news story. Or, the reporter could decide not to publish the news.

### Is there any way to guarantee that my chapter's news will be published?

The media outlet decides which stories will be published. A press release is not an advertisement so it doesn't cost any money, but there is no guarantee that it will be published. Unfortunately, uncontrollable factors and timing will play a part in the success of your press release. However, this guide will give you several suggestions on how you can increase the likelihood that your news will be published.

### What type of chapter news is worthy of a press release?

You may send a press release for every event that your chapter holds, but some events are more likely to be published than others. If the event is a routine happening, it is probably not worth sending a press release. If the event is something that is out of the ordinary for your chapter, a press release is probably worthwhile. If the event is something that is out of the ordinary for your *community* or is truly outstanding, a press release is definitely warranted.

Periodic happenings like installations or honor investitures may seem routine, but they are actually excellent opportunities for press releases. The part that is most newsworthy is not that you held another ceremony, but rather that new people were installed or honored. A press release about such an event should concentrate on the new officers or honorees.

Other happenings that are not related to an event, like a chapter member winning a DeMolay International scholarship or prize may also be newsworthy.

Consider sending a press release for:

- Participation in a non-DeMolay, public event
- Election and/or installation of new officers
- Receiving/giving awards or special recognition
- Special programs/activities (i.e. DeMolay Month)
- A visit from a notable leader or official
- Participation in a national DeMolay event
- Hosting a public event



# DeMolay Month Resource Pack

## Press Releases Made Easy: Writing the Release

Press releases follow a different writing style than a paper for school or an e-mail to a friend. It is important to follow these guidelines so that your press release will be given proper consideration.

### Objective, Factual, Specific Information

Try to state the information in a natural, objective, and matter-of-fact manner. On the other hand, try to draw the reader into the story and keep it interesting. Use specific details rather than vague or general statements. Try to give the reader a reason to think that the news you are announcing is interesting and important, but avoid over-selling your point.

### News Shouldn't Sound Like Advertising

Newspapers don't like advertising disguised as a press release. Give information rather than opinions and avoid anything that sounds too much like an ad. For example, instead of "Come on down for a great meal..." use "The dinner is open to the public." If you want to slip an opinion into the release, use a quote. For example, "Mr. Smith, a chapter advisor said, 'The young men have been working hard at planning this event. I think it will be the best event of the summer.'" Quotes also make a press release more interesting.

### The Title

Press release titles are not the same as newspaper headlines. A press release title should not be funny, shocking, or cute. The title should simply state the what the press release is about. The title should state the "who" and the "what" of the news. The title can be longer than a typical newspaper headline, but should not be more than two lines.

### The Body of the Release

All of the most important information should come first, and the least important information should come last. The goal is to get all of the important information out before the reporter moves on to the next story. With a well-written press release, you can cut off the bottom half of the release and still get the important information.

### The Introduction

Within the first paragraph, you should try to give information about "who, what, when, and where," as quickly as possible. Information about "why" can be included as well or it can be spread throughout the body of the release.

### Keep It Brief

Press releases should be short and to the point. Most press releases should be less than a page.

### The "About DeMolay" Statement

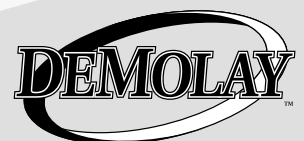
After the body of the press release, there is often a statement to assist reporters that may be unfamiliar with the organization. The "About DeMolay" statement should always be included. It should read:

DeMolay is a community-based international organization for young men, ages 12 to 21. DeMolay members learn life-skills, responsibility, and cooperation by working together to plan and carry out their customized program of social, sports, and community service activities. Adult volunteers act as role models and advisors. Since 1919, DeMolay has encouraged more than a million young men to become leaders of character, including many successful businessmen, public servants, entertainers, and athletes. For more information on DeMolay call 1-800-DEMOLAY or visit [www.demolay.org](http://www.demolay.org).

### Additional Ideas

If your chapter has received a proclamation or other form of commendation that is related to the subject matter of the story, send a copy of it along with the press release. If you have photographs that are relevant to the article, include them along with the press release. Try to select a picture with one to four people.

Note what the picture is showing and the names of the people in the photo.



# Earn the *DeMolay Month* *Outstanding Chapter Award*

Your chapter can earn a DeMolay Month Outstanding Chapter certificate for taking part in DeMolay Month!

To be considered for the DeMolay Month Outstanding Chapter Award, your chapter must accomplish at least **eight (8)** of the activities listed. For each activity your chapter completes, please provide at least the requested information. More information is always welcome.

Winning chapters will receive a DeMolay Month Outstanding Chapter certificate and be featured in a slideshow on the DeMolay International website.

*Check out last years winners at [www.demolay.org/demolaymonth](http://www.demolay.org/demolaymonth) along with other tools and resources.*

This year, a Champion Chapter will be selected out of all the chapters who qualify to be named an Outstanding Chapter for DeMolay Month 2010. The Champion Chapter will be determined by the Service & Leadership Center Field Operations Department on the basis of creativity, attendance, tasks completed, and other details that show the chapters enthusiasum for the award

The Champion Chapter will win a prize of thier choice valued up to \$150.00

All submissions for the DeMolay Month Outstanding Chapter Award must be postmarked  
no later than *April 19, 2010*

Submissions recieved late will not be qualified for the Award or Championship.

Remove this center page from the DeMolay Month Resource Pack. This is the official entry form for the award.

Chapter: \_\_\_\_\_

City and State: \_\_\_\_\_

Master Councilor: \_\_\_\_\_

Chapter Advisor: \_\_\_\_\_

Committee Chairman: \_\_\_\_\_

Committee Advisor: \_\_\_\_\_



# DeMolay Month Resource Pack

## DeMolay Month “Outstanding Chapter” Entry Form

- Organize a DeMolay Month planning committee within your chapter and have that committee hold at least two meetings.**

Plan to have at least one meeting to plan the month’s activities, assign responsibilities, etc. The second meeting should be at the end of the month to review how the plans went, as well as plans/goals for next year. Attach a list of members of your committee and what each person was responsible for. Attach a list of members who attended the wrap up meeting and the discussion of events. Include your plans or goals for next year

- Lists attached.       Notes from meetings attached.

- Devotional Day Observance.**

Provide a picture and/or other documentation of the event. *(For example: A copy of the church bulletin noting your chapter's attendance at their service)*

- Documentation attached.                       Photo attached.                       Photo e-mailed.

- Design a Membership Campaign**

Membership Campaigns generally have a theme, but don’t have to. Explain the process of winning, what the prize(s) would be, and the timeline in which the campaign runs. Including a budget for the campaign would also be helpful. Credit will be given even if you don’t use the campaign. The design and feasibility of the campaign is what is being looked at.

- Campaign Flyer Attached     Budget included     Did you actually use it? \_\_\_\_\_

- Have a proclamation for DeMolay Month signed by your Mayor, City Council, or Governor**

Provide a copy of the signed proclamation and a photo if you have one. Also, did you publicize the event in the local newspaper, on chapter/states website?

- Copy of proclamation attached.     Yes we pulicized the event! Where? \_\_\_\_\_  
 Copy of picture with Mayor, Governor, etc.

- Hold a Community Service Project or Volunteer somewhere**

*(There are a number of different activities to choose from in this DeMolay Month Resource Pack.)*

Provide a picture and/or give a one to two paragraph description of the project with the names of the members who participated.

- Project description attached.                       Photo attached.                       Photo e-mailed.

- Have a special induction class! (of at least two new members)**

**Honor of Dad Land, an Advisor, sponsoring body, community leader, etc.**

List the names and initiation dates of the members. Photos of new members not required but appreciated

- Send the Form 10’s     List attached.    Initiation honoring: \_\_\_\_\_

- Chapters Choice!** \_\_\_\_\_ *(Activity Selected)*

Choose an idea from the 50 more suggestions found at [demolay.org/demolaymonth](http://demolay.org/demolaymonth)

Credit will only be given if the event is described, publicized, and photographed.

- Project description attached.                       Photo attached.  
 Project description emailed                       Photos e-mailed.



# DeMolay Month Resource Pack

## DeMolay Month “Outstanding Chapter” Entry Form

**Create or update the Chapters website or Facebook/Myspace page.**

Provide fresh new content on the page of upcoming events, officers, sweetheart, and contact information.

- Website Address: \_\_\_\_\_  
(please print)

**Get a press release or picture of a DeMolay event published in your local paper during March.**

Provide a copy of the newspaper article.

- Copy of article attached.

**Have your chapter take part in a community-wide event or parade to highlight DeMolay in your area.**

Provide a picture and/or a one to two paragraph description of the event.

- Event description attached.       Photo attached.  
 Photo e-mailed.

**Create a DeMolay “commercial” advertising DeMolay and your Chapter and post it on your chapters website and or YouTube.**

Have fun, be creative, and advertise for the greatest youth organization in the world!.

- Commercial is on our website (see address above)  
 Commercial is on YouTube titled: \_\_\_\_\_.

**Honor each of the 7 cardinal virtues with their own event/activity.** *(Counts as two entries for the award)*

Activities don't have to be extravagant, but honor each one specially Provide a picture and/or a one to two paragraph description of the event.

- Event description attached.       Photos attached.  
 Photos e-mailed.

**Design a DeMolay Membership Brochure**

Create your own DeMolay pamphlet or handout to give to prospects to tell them about DeMolay. Graphics and pictures are always a great addition, but make it anyway you want to.

- Sample attached.

**Hold an Alumni event**

Contact Senior DeMolays in the area and host an event or gathering. Prepare a presentation on the chapters status, upcoming activities, and the need for Advisors. Minimum of 5 Alumni must attend.

- Event description attached.       Photos attached.  
 Photos e-mailed.



The Chapter worked very hard to complete the tasks required to qualify for the DeMolay Month Award. Keep in mind that Chapters across the country are working just as hard to get DeMolay into the communities during the month of March.

While all of these efforts should be praised, do not stop now. Keep it going.

Keep the rest of the DeMolay Month Resource Packet to assist your chapter throughout the year and the plans for next years competition.

## **Sending your DeMolay Month Outstanding Chapter Entry Form**

All event descriptions must include the date of the event and the names of the members who attended. Please note the date and names of the people pictured with all photos you submit.

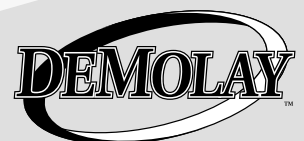
Digital pictures may be submitted by e-mailing them as attachments to [demolaymonth@demolay.org](mailto:demolaymonth@demolay.org). Please send the highest quality image available. Be sure to include your chapter's name, the date of the picture, and the names of the people in the picture in the body of the e-mail.

*Please note that all pictures submitted will become the property of DeMolay International, and may be used in DeMolay publications or promotional materials.*

**All materials for this Award must be postmarked by April 19, 2010**

Send entry form and materials to:

DeMolay Service and Leadership Center  
Attn: DeMolay Month Award  
10200 NW Ambassador Drive  
Kansas City, MO 64153  
1-800-DeMolay  
Fax: 816-891-9062  
[demolaymonth@demolay.org](mailto:demolaymonth@demolay.org)



# DeMolay Month Resource Pack

## Press Releases Made Easy: Formatting

Although there are no strict formatting standards for a press release, there are some accepted guidelines that should be followed. Following these guidelines will make your press release more likely to be published.

Be sure that your press release contains all of the following elements (more or less in this order):

The words “FOR IMMEDIATE RELEASE” to indicate that your news can be published immediately. In rare cases, you may want to use “FOR RELEASE AFTER [Preferred Date]” to indicate that you are giving advanced notice, but want the news published later. Be aware that publishers may not follow your preferred date.

The name of the chapter, a contact person (most likely the Chapter Dad), and his address, phone number, and e-mail address. The contact person should be knowledgeable about the news item and should be prepared to answer questions if he is contacted. (Contact information can be moved to the end for an e-mail press release.)

A short but complete title; one that gives the reader an impression of what the press release is about.

The body of the press release.

The “About DeMolay” statement.

Additional means of finding out more information.

Three hash marks to indicate the end of the release: “###”. (If you have to use a second page, center the word “MORE” at the bottom of the first page.)

**FOR IMMEDIATE RELEASE**

---

Frank S. Land Chapter DeMolay  
Contact: James Smith, 1000 Main St, Kansas City, MO 64153  
555-555-5555; email@address.com

**Local DeMolay Chapter to Hold a Teen-Employment Fair**

Mar. 1, 2003 – Brotherhood Chapter DeMolay will be holding a teen-employment fair on March 8<sup>th</sup> from 9 AM to 4 PM at the Central Masonic Center on 1<sup>st</sup> and Pine. The fair will feature more than 80 booths of local employers, several informational booths, and a large seating area where seminars will be given each hour. Admission is free to the public with a \$2 requested donation for the Special Olympics.

Brotherhood is the local chapter of DeMolay, an international organization for young men ages 12 to 21 which emphasizes leadership skills and character-building within a program of social, sports, and community service activities. In recognition of Brotherhood Chapter’s contribution to the community, Mayor Jane Anderson recently proclaimed March to be “DeMolay Month.” The fair is one of several community-oriented events the chapter is holding during March.

The fair is likely to be the largest event that the chapter has ever held. Chapter advisor, Sam Taylor, says that he is proud of the work the young men have put into this event, “The young men came up with this idea and scheduled it more than a year ago. They have done all of the work without much help from the adults. They’ve been making phone calls and painting posters for the last two months. I think they’re doing a great job and I think that it’s going to pay off with a big turnout. We’re all very excited.”

Several businesses will be conducting interviews for immediate part-time positions and summer internships. One local business owner said “we hope to hire three new employees at the event.”

The event has been promoted for the last month at several local schools, community centers, and churches. The fair will have representatives from businesses throughout the entire south end of town.

**About DeMolay**  
DeMolay is a community-based international organization for young men, ages 12 to 21. DeMolay members learn life-skills, responsibility, and cooperation by working together to plan and carry out their customized program of social, sports, and community service activities. Adult volunteers act as role models and advisors. Since 1919, DeMolay has encouraged more than a million young men to become leaders of character, including many successful businessmen, public servants, entertainers, and athletes. For more information on DeMolay call 1-800-DEMOLAY or visit [www.demolay.org](http://www.demolay.org).

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# DeMolay Month Resource Pack

## Press Releases Made Easy: Sending the Release

Once your press release is ready, how can you get it into the hands of someone who might publish it?

### When should I send a press release?

You can send a press release before the event. For a daily newspaper, television station, or radio station, send the press release three to five days before the date that you hope it will be published. Allow more time for a weekly or monthly newspaper.

Regardless of whether you sent a press release before the event, if an event went well you can send a press release afterwards to help raise awareness of your chapter and of DeMolay. You should try to send your press release within a week after an event.

### Who should I send a press release to?

Once you have put forth the effort to write a press release, you might as well send it to several media outlets. Assemble a list of local media outlets and ways to contact them. Keep the list handy so that you can use it again next time.

Tip: Any media outlet is a potential target for your press release, but you are likely to have more success with small-town and community newspapers than you will with large-scale media outlets. Community newspapers have fewer readers, but often their readers are more loyal and more interested in information about organizations like DeMolay.

### How should I send a press release?

E-mailing or faxing your press release is quick and easy, and is fine for low priority press releases. However, if you want to increase your likelihood of success, print the press release and send it by mail. Place a stamp on the envelope and address it by hand. For highest priority press releases, deliver the press release by hand. This method is especially effective with small newspapers where you might get to meet the reporter or editor in person. Tip: Bring along an inexpensive DeMolay pen and give it to the editor or reporter along with the press release.

### How do I assemble a media list?

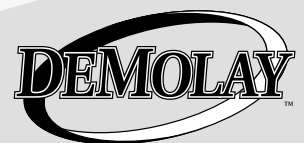
You can develop your media list all at once in an afternoon, or you can start with a handful of contacts and add a few more each time you send out a press release.

To begin, think of the five nearest neighborhoods, communities, or towns and make a list of the local newspapers for each. Next, add the names of the city or regional newspapers that are popular in your area. Ask your chapter's chairman or other Masons for the names of local Masonic newsletters and add them to your list. Last, add the names of local radio and TV stations that have news broadcasts or community-oriented programming. There are several web sites that list media outlets by area (e.g. [newslink.org](http://newslink.org)) that will help in creating your list.

Once you have the list of media outlet names assembled, you'll need to get contact information for each. Start by looking up a phone number for each in the phone book or using an online phone directory (e.g. [www.superpages.com](http://www.superpages.com)). Call the main telephone number or the "news" telephone number. When you get an operator, say "I have a press release about [a local community event]. Where should I send it?" Write down the name or department that you are given. Follow up by asking for a mailing address, direct phone number, fax number, and e-mail address.

### Success!

If your news gets printed, clip the news article and send a copy to the DeMolay International Service and Leadership Center, and can be filed in DeMolay's archives. The address is 10200 NW Ambassador Drive, Kansas City, MO 64153 or [news@demolay.org](mailto:news@demolay.org).



# DeMolay Month Resource Pack

## How to Ask for a Proclamation or Resolution

A proclamation is a signed document from a government official, such as a mayor or governor, which officially and publicly announces something. A resolution is an official declaration of a city council or a similar government body that is read into the minutes of an official meeting and voted on by the members of the body. A resolution will require more planning than a proclamation since it has to be placed on the agenda of a scheduled council meeting. Proclamations and resolutions are often used to name a day or period of time in honor of a person or organization. A proclamation or resolution can be a great way of attracting attention to your chapter and gaining credibility in the community. Follow these steps to ask for a DeMolay Month or DeMolay Week proclamation or resolution.

### Prepare a Package of Information

At minimum, your package should include a cover letter explaining your intention and giving information about your chapter, a page of background information about DeMolay, a list of your chapter's DeMolay Month plans, and a sample proclamation.

### Select Your Target

Select the mayor or a local councilperson and look up his or her office in the government pages of the phone book. If someone connected to your chapter personally knows a local public official, ask him or her to help you make the first contact, and introduce you.

### Make the First Contact

Call the office of the official you have selected and ask for the press representative. Have the package of information you prepared with you by the phone. Introduce yourself and tell the person that you are working on behalf of your DeMolay chapter. Give a brief explanation of DeMolay and your chapter and be sure to mention that DeMolay is a 501(c)(3) charitable organization for youth. Next, tell the person that you would like to know how to go about asking for a proclamation or resolution.

**Proclamation**

WHEREAS: DeMolay is a character-building organization of young men from age 12-21; and

WHEREAS: these young men are seeking to prepare themselves to become better citizens and leaders for tomorrow; and

WHEREAS: DeMolay helps develop those traits of character which have strengthened good men in all ages; and

WHEREAS: the organization has carried out the aforementioned goals for over eighty years through programs of athletic competition, social activity, civic service, and charitable projects; and

WHEREAS: the members of Frank S. Land Chapter will observe the year of 2003 as the

**84th Anniversary of DeMolay**

so as to exemplify to all citizens here and everywhere their many activities, and to tender recognition to their millions of Senior DeMolays; now

THEREFORE: By the authority vested in me, I proclaim that March 2003 be observed as

**DeMolay Month**

I call upon all our citizens to join in saluting the young men of DeMolay, and in expressing our grateful appreciation for the fine example set by them, in contributing to the welfare of our community.

*Franklin J. Kell, Jr.*  
Franklin John Kell, Jr.  
Mayor of DeMolay-Land

March 18, 2003



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## How to Ask for a Proclamation or Resolution

### (Continued)

#### **Send the Package of Information**

Send the package of information immediately following your conversation with the press representative. If any additional materials were requested, send them as well.

#### **Follow Up**

Ten days after you talk to the official or the press representative, make contact again to ask for the status of the request. If no decision has been made yet, ask when you should call again. Keep calling back until a decision is made. Whether you are successful or not, send a thank you letter to the official and his staff.

#### **Attend the Signing**

If you are successful, find out if you can set an appointment for your chapter to attend the signing. At the signing be sure that each member wears a suit and tie. Be gracious and express how grateful you are for the official's time. Bring a camera to take a group picture with the official.

#### **Afterward**

If your chapter receives a proclamation or resolution, be sure to capitalize on your success:

- Frame the document and hang it in a place of prominence in your chapter's meeting place.
- Inform your jurisdiction's Executive Officer.
- Send a copy of the document and any pictures to the DeMolay International Service and Leadership Center so that it can be considered for the DeMolay News and other publications and can be filed in DeMolay's archives. The address is 10200 NW Ambassador Drive, Kansas City, MO 64153 or [news@demolay.org](mailto:news@demolay.org).
- Send a press release to the local media along with any pictures of the signing.
- When sending any other DeMolay Month press releases, attach a copy of the document to increase the press release's credibility.



# DeMolay Month Resource Pack

## Internet Options and Tools

The internet offers DeMolay Chapters more publicity options and resources than they could possibly imagine. From searching for ideas, phone numbers, pictures, to other DeMolay stuff, the fun should not stop.

### Searching Online

Using the internet you can look up almost any topic to help you with your DeMolay Month plans. We suggest using any of these websites for the best results:

[www.google.com](http://www.google.com) [www.yahoo.com](http://www.yahoo.com) [www.ask.com](http://www.ask.com)

After you choose your site, find the space provided that allows you to type what you are searching for. Type in what you are looking for. Food Donations. The more general your search, the more options you will find. If you are very specific, you may find exactly what you are looking for right away. For example- Food Donations in the Kansas City, MO area.

### Chapter Websites & Pages

It is always a good idea for Chapters to have a web presence. In the twenty-first century people are going to look for you electronically *way* before they approach you in person. All DeMolay sites should contain appropriate content. This means if you wouldn't want your Mother or Advisor to see it, it should not be in the Chapters webpage. This does not mean your chapter site cannot be fun and colorful or have music and games on it. Just be sure that what you are creating makes DeMolay look good and not bad.

The website's home page must contain the complete name of the chapter, jurisdiction, or appendant group being represented. The home page should also state the city, providence, or township in which it is located as well as the jurisdiction.

### Allegiance Statement

All DeMolay publications and websites must have the DeMolay International allegiance statement posted on it somewhere. Small variations which include the Executive Officer are acceptable but otherwise the statement should read:

*This website is the official website of \_\_\_\_\_ Chapter and acknowledges the authority of and yields allegiance to DeMolay International, of which Frank S. Land was founder.*

### Internet Advisor(s)

Anything the chapter posts online from flyers to websites should have Advisory Council approval. There should be a specific Advisor in charge to oversee these types of items or projects. They should always have full administrative rights and a basic knowledge of how it works. They must be a registered Advisor with DeMolay International and have gone through D.A.D. training. The Internet Advisor's name and contact information must be posted on the website.

stop.

### Free Website Companies

Chapters may decide to purchase their own domain name, website, or hosting. That is up to each individual chapter to decide. These are a few suggestions for free websites:

[Webs.com](http://Webs.com) [Facebook.com](http://Facebook.com)  
[Freewebsites.com](http://Freewebsites.com) [Weebly.com](http://Weebly.com) [Myspace.com](http://Myspace.com)

### Copyrights and Trademarks

All copyright and trademark laws must be observed. While it is great to have lots of information, logos, games, and pictures in the site, make sure you have permission to use them if they require it.

### Linking

Links to external web pages and resources must be noted so as to make it clear to the user that the content of the external website is not provided or maintained by those associated with the DeMolay site. All pages of the website must contain a prominent link to the "home page" or must contain the required information for the home page.

### Youtube and Other Videos

Videos, and slideshows are great ways to show others what DeMolay is or a great keepsake of what the Chapter has done. Videos posted online should only be done **after** being reviewed by the Internet Advisor or the Advisory Council. Make sure to use only pictures and videos that will enhance DeMolay's image and not detract from it, or embarrass any DeMolay member. You may want to ask everyone involved in the show if they approve before posting it. If the Chapter has a website or page, it is always a good idea to link or embed the video on the site. Youtube offers both options to the right of the video while playing.

### Private Information

*Advisors and Adults:* Private information of adults (age 21 and older) such as mailing/street address, emails, or telephone numbers must not be posted to general access area of the website without the consent of that individual.

*Members and Minors:* Private information of individuals **under the age of 21** and any information by which a person could gain access to the private information of a minor must not be available in a general access area of the website without the expressed written consent of the minor's parents.

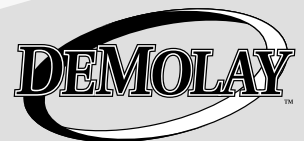


# DeMolay Month Resource Pack

## DeMolay Month Activities: Idea Starter

Having trouble thinking of ideas for DeMolay Month activities or events? Here are several possibilities. Customize the activities on this list to meet your chapter's needs.

1. Host a community-wide Mother or Father of the Year contest.
2. Teach seniors to use the internet.
3. Host a story-hour for children at the library.
4. Put on a community play.
5. Offer to do yard work or big household chores for seniors in the area (paint a room, clean out a garage or attic, move furniture, small home repairs, clean the gutters, etc.).
6. Volunteer at a local Special Olympics event.
7. Read to the elderly at a nursing home.
8. Clean up a park. Fix and paint old or worn equipment.
9. Start a community garden.
10. Paint over graffiti.
11. Read to the blind.
12. Volunteer at a local food bank or soup kitchen.
13. Work with a local charity like Habitat for Humanity.
14. Host a blood drive.
15. Host a community walk-a-thon or bike-a-thon with proceeds benefiting your chapter's favorite charity.
16. Hold a city-wide collection for phone books and recycle them.
17. Collect stuffed animals and donate to the local police station.
18. Hold a dance and invite everyone in your class/school to attend.
19. Have a family bowl-a-thon or skate-a-thon with proceeds benefiting your chapter's favorite charity.
20. Plant a tree and dedicate it to someone.
21. Volunteer at a local humane society or animal control office.
22. Host a city-wide pen pal effort to stay in contact with our military forces.
23. Hold a "dog walk".
24. Host a career day at your local school. Invite community leaders or anyone in your community with an interesting career to speak.
25. Work with local Shriners to arrange a clown performance at a facility for people with special needs, a nursing home, or a children's hospital.
26. Have an aluminum can drive with proceeds benefiting your chapter's favorite charity.
27. Mow lawns or shovel snow throughout your community.
28. Clean a veteran's cemetery.
29. Offer to tutor students in younger grades.
30. Volunteer as phone operators for a public television or radio telethon.
31. Create a community service and emergency phone number directory and distribute it to community residents. (Make sure the DeMolay logo appears on the sheet.)
32. Have a door-to-door canned food drive to benefit a local food bank.
33. Hold a safety belt checkpoint at the local high school and give candy to those buckled in.
34. Give an award to a community leader.
35. Donate new flags to public buildings.
36. Volunteer at a children's hospital.
37. Bring in a speaker to host a life-saving class. It could be a firefighter, paramedic, or hospital employee.
38. Design a flyer of after-school safety tips and deliver it to daycare centers and grade schools. (Make sure the DeMolay logo appears on the sheet.)
39. Start a neighborhood watch program.
40. Hold a used book sale and donate with proceeds benefiting your chapter's favorite charity.
41. Hold an "old videotape" drive and donate to the local library.
42. Present an "Outstanding Citizen" award to a notable community member.
43. Recognize a favorite teacher.
44. Make "I Care" kits with combs, toothbrushes, shampoo, etc. for homeless people. Donate to your local homeless shelter.
45. Hold a pizza party for local firefighters



# DeMolay Month Resource Pack

## DeMolay Month Activities: Idea Starter (Continued)

46. Build a ramp for the home of a person in a wheelchair.
47. Provide refreshments at a local Bingo night.
48. Co-host a child identity day at the local mall in conjunction with the local police and fire department.
49. Offer to paint house numbers on the curb in reflective paint.
50. Adopt a pothole and raise funds to repair it.
51. Plant flowers and plants along a highway or main road.
52. Clean up a vacant lot.
53. Deliver flowers to a nursing home.
54. Host a one-day youth leadership conference for all area youth.
55. Start a recycling program at school.
56. Hand out new smoke alarm batteries door-to-door and encourage residents to change their battery. This could be done in conjunction with a local fire department.
57. Organize a community pet show.
58. Hold a spaghetti or chili dinner to thank those who have made a difference in your life (parents, clergy, teachers, elected officials, civic leaders, neighbors, grandparents, advisors, etc.)
59. Hold an event to honor all of your communities military and their families.
60. Donate bagels or doughnuts to fire or police stations in the morning.
61. Hold a penny drive with pennies benefiting your chapter's favorite charity.
62. Hold a drunken driving awareness talk with local officials at the high school.
63. Host a "parents prom".
64. As a chapter, arrange to wear coats, ties, and DeMolay pins to school on the same day.
65. As a chapter, arrange to wear DeMolay shirts or jackets to school on the same day.
66. Hold a community breakfast.
67. Donate an afternoon to spiffing up and making small repairs to a local church in need.
68. Provide DeMolay flyers to local churches to insert in their weekly bulletin.
69. Wash city police cars or fire trucks.
70. Provide refreshments after a local church service.
71. Collect and donate clothing for a local homeless shelter.
72. Purchase flowers for a Sunday church service.
73. Team up with a local auto shop to sponsor a free auto safety inspection at school.
74. Send corsages and boutonnieres to teachers with a DeMolay in a Nutshell brochure and a thank you note.
75. Hold a "family night at the movies" at your local Masonic building for families in the community featuring two favorite family films and free popcorn and sodas.
76. Host a fun fair for school-age children in the community.
77. Collect money and donate an item in the community, such as a defibrillator for the local mall.
78. Get a local government official to proclaim DeMolay Week or DeMolay Month.
79. Hold a fundraising event with proceeds benefiting your chapter's favorite charity.
80. Donate a copy of "Hi, Dad!" to the local library.
81. Set up a DeMolay information booth at the mall.
82. Host a variety show or talent contest.
83. Conduct a devotional service at a local memorial for war veterans. Place flags or wreaths on the site.
84. Visit a veteran's hospital.
85. Have a member sing or play the National Anthem at a sporting event.
86. Conduct a "servant auction" in which chapter members are "sold" for a day's labor to local citizens in exchange for donations to your chapter's favorite charity.
87. Honor the Masons in your community who have rendered outstanding service to DeMolay or to humanity.
88. Purchase an ad in the local paper.
89. Write a letter to the editor of your local newspaper explaining DeMolay and the opportunity it offers to today's young men.
90. Hold a free car wash.  
...Add your own ideas.



# NOTES

