

2011

Road to Reality

Promotional Game



2012

JOB'S DAUGHTERS INTERNATIONAL GRAND GUARDIAN COUNCIL OF OHIO

2011 Road to Reality

Promotional Game

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2012

¹ Photo is courtesy of www.mylot.com - <http://www.mylot.com/w/image/2365627.aspx>

Game Instructions

Included Inside:

Inside the box you find the following items:

1. Road to Reality Instructions Manual
2. Game Board
3. Promotional material
4. Game pieces in Blue, Green, and Pink in a Ziploc bag
5. Bethel Square Ziploc bag
6. Bethel Photo Ziploc bag
7. JDI Ziploc bag

How to Play:

Instructions

You are given all the supplies you need to begin the *Road to Reality* promotional game. It is your duty as a Bethel to earn each piece and assemble the promotional game board in order to complete the game. Each piece is designated a specific color, **blue**, **green**, or **pink**. You can earn the pieces by completing the tasks required. You will find the description of what your Bethel must do to earn that game piece in the **Promotional Pieces** section of this manual. Your Bethel will have the opportunity to complete the entire game board, which is why you must pay attention to titles that offer **purple** and **bonus** pieces. In the next section you will see a description of what these pieces are.

The game begins at the Grand Guardian Council Luncheon at Grand Session held on Saturday, June 18th, 2011 and will end at the 2012 Road to Reality Grand Session Formal Opening. Each Bethel will be provided with the exact number of **blue**, **green**, and **pink** pieces needed to complete the board. At each state event, which is designated as **blue** game pieces, there will be a sign-in sheet and it is up to your Bethel to make sure the required number of attendees signs in. This is one of the ways we will keep track of the pieces your Bethel has earned, and after the event your Bethel may then place the corresponding piece to your promotional game board. The **green** and **pink** pieces are a combination of promotional and prospect pieces that the Bethel must earn in order to complete the board. Along the way there are the **purple** and **bonus** pieces that may supplement any **blue**, **green**, and **pink** piece that your Bethel may not have earned. You can only fill in the empty spaces with the **bonus** pieces after the **Secret Millionaire** event is over.

It is up to your Bethel to make sure you keep track of each piece that you earn. You will have a **Promotional Game Form** in this manual that you will use to write down the dates, attendees and descriptions (if applicable) for the pieces your Bethel earns. It is the duty of your Bethel to designate one main contact and at least one back-up contact for your Bethel's promotions committee.

The promotions contact person will be in charge of making sure the promotional game form has been completed after each piece is earned and that a copy of this form is available for the promotions chairperson or co-chair to check at any time. Your Bethel may assemble the pieces to the game board as you earn them as long as the form has been completed for each piece.

Proof of Pieces

Some of the pieces that your Bethel earns require you to submit proof. Here is the list of pieces and what you need to complete in order to place that piece on your game board.

- 1) **“The Amazing Race”** – Your Bethel must staple a copy of the scavenger hunt directions to your **Promotional Game Form**, and have each attendee sign in on the back of the directions. Please make sure to list the date and location of the scavenger hunt.
- 2) **“The Apprentice”** – Your Bethel must take a photo of the promotion table or display and include the Bethel daughters partaking in the actual fundraiser. Place this photo on the **Apprentice Form** located in this manual.
- 3) **“Extreme Home Makeover”** – Your Bethel can choose one or both of the two things:
 - A) Take a photo of your Bethel volunteering at the event
 - B) Have the event coordinator write a thank you letter for your Bethel volunteering for the event.
- 4) **“The Biggest Loser”** – Your Bethel must take a photo of your new Jobie-to-Bee initiates and have the newest member(s) fill out the **JD-2-Bee Bio Form**.
- 5) **“Jobie Swap”** – Fill out the **Jobie Swap Form** to list the positions and who filled them for the daughters and adult council members swap night.
- 6) **“Who’s Line Is It Anyways”** – Your Bethel must collect copies of your newsletter that you distribute, and if it is an on-line newsletter, than you must print a copy off for each distribution. If you have chosen to do the newsletter quarterly, you should have FOUR (4) copies, and if you choose to do the monthly, your Bethel should have a minimum of EIGHT (8) copies. You may put these in a folder or binder; however they may be accessible to view.

Removal of Pieces

There are two ways to have your pieces removed from your promotional game board.

- 1) If your Bethel fails to sign the appropriate attendance sheet on the day of an event
- 2) If your Bethel fails to not show proper proof that your Bethel has completed your game task

The Promotions Chairman or Co-Chair has the right to ask your Bethel to remove the piece from your board if one or both of the two described ways occur. Your Bethel has the opportunity to re-gain the piece by completing the proper requirements. For any pieces that have been removed from your board by the Promotions Chairman or Co-Chair, the Bethel has until the end of the term in which that piece was earned to complete the proper requirements.

The Promotions Chairman or Co-Chair will redistribute the piece to your Bethel’s promotions contact person. If your Bethel fails to complete the requirement, a piece will not be reissued and your Bethel cannot place a **Bonus** piece in place of the original piece.

Alternative and Bonus Pieces

In the *Promotional Pieces* section, you will notice that some of the descriptions have ****PURPLE**** or ****BONUS**** listed with the description.

If you see ****PURPLE**** that means there is an alternative piece available. If your Bethel is unable to complete the task to earn the **blue**, **green**, or **pink** piece, then your Bethel may choose to complete the **Purple** alternative for that title in order to still earn that piece for your promotional game board.

If you see ****BONUS**** listed with the description that means you can earn an additional piece along with the original piece for the board. You may use your bonus pieces to fill in spaces at the end of the game for other pieces your Bethel did not earn.

Example:

You will notice that the *“Project Runway”* piece offers both the purple alternative and a bonus piece. If your Bethel were to complete the task as described you would then earn the **blue** game piece. However, if your Bethel is unable to complete the original task, you have the opportunity to complete an alternative task which would earn your Bethel the **purple** piece. Your Bethel can also earn the **bonus** piece along with the **blue** piece if you complete both tasks.

“PROJECT RUNWAY” – ROAD TO REALITY PAGEANT – GRAND SESSION JUNE 2012

.Your Bethel may earn this piece by having at least ONE (1) delegate or ONE (1) alternate participating in pageant held at the 2012 Road to Reality Grand Session. ****PURPLE**** ****BONUS****

If your Bethel could not complete the original task, your Bethel may choose to earn the **purple** alternative piece. In order to earn the alternative piece, your Bethel must complete the following task:

*Your Bethel may earn this as an alternative piece for your Bethel having at least TWO (2) daughters in attendance at the 2012 Pageant held at Grand Session but does **NOT** have a delegate or alternate.*

If your Bethel did complete the original task, and earned the **blue** piece, you can earn the **bonus** piece by completing the following task:

Your Bethel may earn this bonus piece for collecting \$500.00 or more in sponsorship or donations for Pageant at Grand Session 2012.

Assemble:

Game Board Set-up and Design

Your Bethel has been given ONE (1) set each of **blue**, **green**, and **pink** game pieces, THREE (3) Ziploc bags, ONE (1) promotional game board and ONE (1) layout form. Each of the game pieces are to stay inside the Ziploc bag and only applied to the board once a task has been completed and the proper requirements have been met.

The first Ziploc bag is for your *Bethel Square*. You have been provided with your Bethel number and a square that your Bethel will decorate. You can choose to put anything you would like within this square. Be creative and innovative! Please allow the daughters to choose how they would like to decorate this...this square will make their boards unique from one another's.

The second Ziploc is for your *Bethel Photo*. You have been provided with the square itself and a border for the square. You may place this anywhere you choose on the promotional game board. It is the duty of your Bethel's promotion contact person to make sure this photo is taken and given to the daughters to assemble on the board. Please feel free to decorate the edges, the border, and around the photo.

The third Ziploc back contains the letters to assemble for *Ohio Job's Daughters*. The daughters are encouraged to work together to arrange the board with these three words. The letters given must show up on your board somewhere.

With the *Bethel Square*, *Bethel Photo*, and *Ohio Job's Daughters*, your daughters should have a great time making this promotional game board their own. Keep in mind that at the Road to Reality Grand Session the daughters will be submitting their promotional game boards into the Road to Reality challenge and the best designed, most creative, most innovative board...will win a PROMOTION SURPRISE PRIZE!!!!

Winning the game:

Each Bethel has all the tools they need to make sure this year is booming with new members, Jobie-to-Bees and bringing back those who we haven't seen in a while. Our goal as the Promotion committee this year is to keep Job's Daughters growing in Ohio and to help find support within our communities and Masonic bodies to make sure that Job's Daughters continues to grow year after year.

Grand Prize

There will be ONE (1) Grand Prize winner at the end of the promotions year in 2012. The winner will be announced at the 2012 Road to Reality Grand Session. Every piece counts...up until the final piece earned for the 2012 Grand Session Formal Opening. We encourage every Bethel daughter, council member, parents, grandparents, etc...to help make complete this promotional game board. This board has been designed not only for this year's promotion challenge, but something that can be used to take anywhere. This board is easy to tote, a fun way to describe the things we do in this Order, and has an eye-catching design.

The winner of the *Grand Prize* will receive **FIFTEEN (15) tickets to the amusement park of their choice:** Cedar Point, Sandusky, OH; Kings Island, Cincinnati, OH; or Zoombeezi Bay/Columbus Zoo, Columbus, OH.

Piece Points

BLUE pieces will be worth **4** points. There are **10** total **blue** pieces, for a total of **40** points.

GREEN pieces will be worth **2** points. There are **6** total **green** pieces, for a total of **12** points.

PINK pieces earned will be worth **1** point. There are **9** total **pink** pieces, for a total of **9** points.

DARK PINK pieces earned will be worth **5** points. There are a total of **2** **dark pink** pieces, for a total of **10** points.

PURPLE pieces will be worth **2** points. There are **12** purple alternative options.

BONUS pieces will either be worth the same number of points as the original piece it is substituted for, or alone the piece is worth **5** points. There are a total of **7** bonus pieces that can be earned. The total would depend on how you decide to play the **BONUS** piece.

Example:

If your Bethel earns the original piece, which will be **blue**, **green**, or **pink**, **AND** your Bethel also completes the **BONUS** for that task, then your Bethel has the option to make a bridge connection from the original piece. If you choose to make the bridge connection, then the value of the **bonus** piece is **5** points.

If your Bethel does not earn one or more of the game pieces, your Bethel may choose to use any of the **BONUS** pieces earned in place of a missing game piece. For example; let's say your Bethel did not have any daughters in attendance and did not initiate at "**The Celebrity Apprentice**" statewide initiation and supreme reception event. This originally would be a **blue** piece, equivalent to **4** points. Your Bethel may choose to place the **BONUS** piece in lieu of the **blue** piece and the value of the **BONUS** would then be **4** points.

****Reminder**** Any **BONUS** pieces earned cannot be assembled on the promotional game board until after the "**Secret Millionaire**" Cincinnati Shriner's Hospital day event on May 14, 2011 has occurred.

The total number of points possible to be earned with the original **blue**, **green**, and **pink** pieces is **71**.

The total number of points possible to be earned with all **7** **bonus** pieces and **27** original pieces is **106**.

*****If there are questions about the point system please refer to the *Promotional Game Form******

Promotional Pieces

DARK PINK.....1

- “ADVERSARY’S KITCHEN” -- GRAND GUARDIAN COUNCIL LUNCHEON.....
At least ONE (1) Executive Council Member must be in attendance at the Grand Guardian Council Luncheon held at Grand Session on Saturday, June 18, 2011. ****PURPLE****
- “ROAD RULES” – ROAD TO REALITY GRAND SESSION 2012 FORMAL OPENING.....
Your Bethel must have at least THREE (3) daughters (may be combination of current and prospective members) and TWO (2) council members (may be executive or associate) in attendance at Formal Opening of the 2012 Road to Reality Grand Session.

BLUE.....2

- “THE REAL JOB’S DAUGHTERS OF ST. LOUIS” -- SUPREME SESSION – JULY 25-31, 2011.....
Your Bethel may earn this piece by having at least ONE (1) daughter or ONE (1) council member or ONE (1) current Grand Officer in attendance at the 2011 Supreme Session Formal Opening in St. Louis, Missouri Thursday, July 28, 2011.
- “SURVIVOR” -- JOB-A-RAMA – AUGUST 19 -21, 2011.....
Your Bethel may earn this piece by having a minimum of THREE (3) daughters in attendance at Job-A-Rama August 19-21, 2011. ****PURPLE** **BONUS****
- “ARE YOU SMARTER THAN A JOB’S DAUGHTER” – SCHOOLS OF INSTRUCTION – AUGUST 19, 2011.....
Your Bethel may earn this piece by having at least ONE (1) executive or associate council member **AND** THREE (3) daughters in attendance at Schools of Instruction on Friday, August 19, 2011.
- “SO YOU THINK YOU CAN DANCE” – FALL BALL DANCE – OCTOBER 29, 2011.....
Your Bethel may earn this piece by having at least TWO (2) daughters in attendance at Fall Ball hosted by Bethel #71 on Saturday, October 29, 2011. ****BONUS****
- “SKATING WITH THE STARS” – SKATE FOR H.I.K.E. EVENT – NOVEMBER 5, 2011.....
Your Bethel may earn this piece by having at least TWO (2) daughters in attendance (prospects count!!!) at the Skate for H.I.K.E. event **AND** your Bethel must raise or donate at least **\$25.00** to H.I.K.E. on the day of the event.
****PURPLE****
****Bethels that obtain sponsors or donations will have a certificate issued for each sponsor/donation given. The certificates will be issues regardless of event attendance, but money must be received by day of event****
- “CELEBRITY APPRENTICE” – STATEWIDE INITIATION & SUPREME VISITATION – JANUARY 28, 2012.....
Your Bethel may earn this piece by bringing a prospect to be initiated at statewide **AND** your Bethel must have at least TWO (2) daughters in attendance at statewide **AND** the Supreme Visit Reception held on Saturday, January 28, 2012. ****PURPLE** **BONUS****
- “MADE” INTO HARRY POTTER – JDU/WINTER WEEKEND – FEBRUARY 17-19, 2012.....
Your Bethel may earn this piece by having at least THREE (3) daughters (may be combination of daughters and prospects) and ONE (1) executive or associate council member in attendance at JDU/Winter Weekend on February 17-19, 2012. ****PURPLE****

“THE REAL WORLD” – GRAND RECEPTION – APRIL 14, 2012
 Your Bethel may earn this piece by having at least TWO (2) daughters in attendance **AND** ONE (1) executive or associate council member in attendance at the Grand Reception held on April 14, 2012.

“SECRET MILLIONAIRE” – CINCINNATI SHRINER’S HOSPITAL DAY – MAY 12, 2012
 Your Bethel may earn this piece by having at least ONE (1) daughter in attendance at the Shriner’s Hospital event day on Saturday, May 12, 2012 **AND** bringing the donation specified by the Grand Guardian. ****PURPLE****

“PROJECT RUNWAY” – ROAD TO REALITY PAGEANT – GRAND SESSION JUNE 2012
 Your Bethel may earn this piece by having at least ONE (1) delegate or ONE (1) alternate participating in pageant held at the 2012 Road to Reality Grand Session. ****PURPLE** **BONUS****

PINK.....3

“JOBIE IDOL”
 Your Bethel may earn this piece by performing the living cross, robe talk, bible of flag ceremony at a Masonic body installation, meeting, friendship night, special ceremony/occasion.
****This may be completed with another Bethel****

“THE AMAZING RACE”
 Your Bethel may earn this piece by doing a scavenger hunt **WITH** your sister Bethel. ****This can be done at a park, mall, local stores, anywhere appropriate for Bethel daughters and can be done with multiple Bethels****

“TOP CHEF”
 Your Bethel may earn this piece by serving a dinner, breakfast, or lunch for a Masonic body. ****This can be done with another Bethel** **PURPLE****

“THE APPRENTICE”
 Your Bethel may earn this piece by having at least ONE (1) Bethel fundraiser **AND** at least ONE (1) form of promotions must be used during the fundraiser **AND** your Bethel must earn a minimum of \$250.00 profit.
****Forms of promotion can be posting or hanging a display board, handing out brochures or pamphlets, setting up a promotions table, etc... ** **PURPLE** **BONUS****

“UNDERCOVER BOSS”
 Your Bethel may earn this piece by having a mystery trip or dinner put together by your Bethel Guardian Council **WITH** your sister Bethel’s Bethel Guardian Council **AND** invite at least ONE (1) prospect **PER** Bethel. ****May include multiple Bethels in attendance, and each Bethel in attendance must have at least ONE (1) prospect** **PURPLE****

“EXTREME HOME MAKEOVER”
 Your Bethel may earn this piece by volunteering at a local community event or for an organization for a purpose outside of H.I.K.E. ****Example: Cystic Fibrosis Foundation, Shriner’s Hospital, Multiple Sclerosis, Muscular Dystrophy, Diabetes, Epilepsy Foundation, Cerebral Palsy, American Red Cross, etc... ****

“WIPE OUT”
 Your Bethel may earn this piece by having a picnic or water park party/outing **AND** at your Bethel must have at least ONE (1) prospect in attendance. ****PURPLE****

“THE ULTIMATE FIGHTER”

Your Bethel may earn this piece by completing any one of the following: ****BONUS****

- A) Having at least THREE (3) consecutive Bethel meetings with a minimum of SEVEN (7) daughters in attendance.
- B) Initiating a minimum of TWO (2) new members into your Bethel. (The new members can be from either term.)
- C) Hold at least ONE (1) Jobie-to-Bee meeting each month for at least ONE (1) term. (Term is considered to be June-December for fall 2011 and January-June for spring 2012.)
- D) Have at least ONE (1) currently inactive or is currently suspended member return as an active member.

****For a daughter to be considered an inactive member, she is not currently suspended and has not been in regular attendance of at least FOUR (4) consecutive Bethel meetings and she has not attended at least TWO (2) recent Bethel activities. ****

****To be considered as an active member again, the daughter must be installed into a station in the Bethel, attend at least THREE (3) consecutive Bethel meetings, and participate in at least TWO (2) Bethel activities within the same term. ****

“THE VOICE”

Your Bethel may earn this piece by participating in any local town parade. Your Bethel must hand out candy or business cards with your Bethel’s website and location information on it, as well as handing out brochures or flyers promoting your Bethel. ****This may be earned with another Bethel. Each Bethel must be listed individually on the candy, cards, flyers, brochures, etc... ****

GREEN4

“THE BIGGEST LOSER”

Your Bethel may earn this piece by completing **ALL** of the following: ****BONUS****

- A) Starting or revamping the Jobie-to-Bee program in your Bethel by ordering at least ONE (1) Jobie-to-Bee Basic package.
- B) Initiating at least TWO (2) Jobie-to-Bee members into your Bethels JD-2-Bee program.
- C) Holding at least ONE (1) regular meeting a month for Jobie-to-Bees. (Exceptions can be made for Bethels that go “dark” during the summer.)

“JOBIE SWAP”

Your Bethel may earn this piece by having the daughters and adult council members switch positions for a regular Bethel meeting.

“JOBIE’S GOT TALENT”

Your Bethel may earn this piece by completing ONE (1) of the following:

- A) Perform a skit, dance, musical selection, or sing at the Grand Reception held on Saturday, April 14, 2011.
- B) Compete in the Performing Arts Bethel Talent competition at the 2012 Road to Reality Grand Session.

“IF YOU REALLY KNEW ME”

Your Bethel may earn this piece by getting together with a Bethel from another district that your Bethel has not typically worked with in the past and hold a friendship meeting or a fun activity. ****PURPLE****

“THE SINGING BEE”

Your Bethel may earn this piece by putting together a Jobie-to-Bee prospect party or a membership drive.
 Bethels may do this as a combined event. This event can be held at a lodge, party house, park, a person’s home (that meets CAV requirements), etc...anywhere that is Job’s Daughter and CAV approved.

“WHO’S LINE IS IT ANYWAYS”

Your Bethel may earn this piece by sending a newsletter (monthly or quarterly) to Past Honored Queens, Majority Members, local Masonic bodies, JD-2-Bees, and prospects, telling of upcoming events, reporting recent Bethel activities and state events.

This piece will be awarded for newsletters made up through June 1st, 2012, with a copies of each newsletter made. For quarterly issues, the Bethel should submit FOUR (4) issues, and for Bethels completing monthly issues there should be a minimum of EIGHT (8) issues

PURPLE (ALTERNATIVE)5

“ADVERSARY’S KITCHEN”

Your Bethel may earn this as an alternative piece for having an Associate council member in attendance instead of an Executive council member.

“SURVIVOR”

Your Bethel may earn this as an alternative piece for: **cannot choose (b) or (c) as same event for “Made”**

- A) Having TWO (2) or less daughters in attendance at Job-A-Roma, August, 19-21, 2011. **OR**
- B) Having a promotional event for prospects or Jobie-to-Bees. **OR**
- C) Having a promotional table at Masonic body meeting or installation.

“SKATING WITH THE STARS”

Your Bethel may earn this as an alternative piece by submitting the donation required for the event prior to November 5, 2011 and having ONE (1) or NO daughters in attendance.

“CELEBRITY APPRENTICE”

Your Bethel may earn this as an alternative piece for **NOT** having a prospect to initiate but still bringing at least TWO (2) daughters in attendance for statewide and the supreme reception on Saturday, January 28, 2012.

“MADE” INTO HARRY POTTER.....

Your Bethel may earn this as an alternative piece for: **cannot choose (b) or (c) as same event for “Survivor”**

- A) Having TWO (2) or less daughters in attendance at JDU/Winter Weekend February 17-19, 2012. **OR**
- B) Having a promotional event for prospects or Jobie-to-Bees. **OR**
- C) Having a promotional table at Masonic body meeting or installation.

“SECRET MILLIONAIRE”

Your Bethel may earn this as an alternative piece if the Bethel does not sending **ANY** daughters but does send the donation specified by the Grand Guardian prior to Cincinnati Shiner’s Hospital Day event held on Saturday, May 12, 2012.

“PROJECT RUNWAY”

Your Bethel may earn this as an alternative piece for your Bethel having at least TWO (2) daughters in attendance at the 2012 Pageant held at Grand Session but does **NOT** have a delegate or alternate.

“TOP CHEF”
 Your Bethel may earn this as an alternative piece for having a bake sale at a local grocery store, church, library, etc...**AND** having a promotions table present.

“THE APPRENTICE”
 Your Bethel may earn this as an alternative piece for having a Bethel fundraiser but earning under \$250.00 profit.

“UNDERCOVER BOSS”
 Your Bethel may earn this as an alternative piece for any Bethel who has daughters participating in the “Undercover Boss” event, but does **NOT** have a prospect in attendance at the event.

“WIPE OUT”
 Your Bethel may earn this as an alternative piece for completing the “Wipe Out” event but does **NOT** have any prospects in attendance.

“IF YOU REALLY KNEW ME”
 Your Bethel may earn this as an alternative piece if a fun activity or friendship meeting could not be set-up with a Bethel from another district, but your Bethel did have a friendship meeting or fun activity with your sister Bethel instead.

SILVER (BONUS) **6**

“SURVIVOR”
 Your Bethel may earn this bonus piece for bringing at least ONE (1) prospect to Job-A-Rama, August 19-21, 2011.

“SO YOU THINK YOU CAN DANCE”
 Your Bethel may earn this bonus piece for bringing at least ONE (1) prospect to Fall Ball, October 29, 2011.

“CELEBRITY APPRENTICE”
 Your Bethel may earn this bonus piece for initiating TWO (2) or more prospects at Statewide, January 28, 2012.

“PROJECT RUNWAY”
 Your Bethel may earn this bonus piece for collecting \$500.00 or more in sponsorship or donations for Pageant at Grand Session 2012.

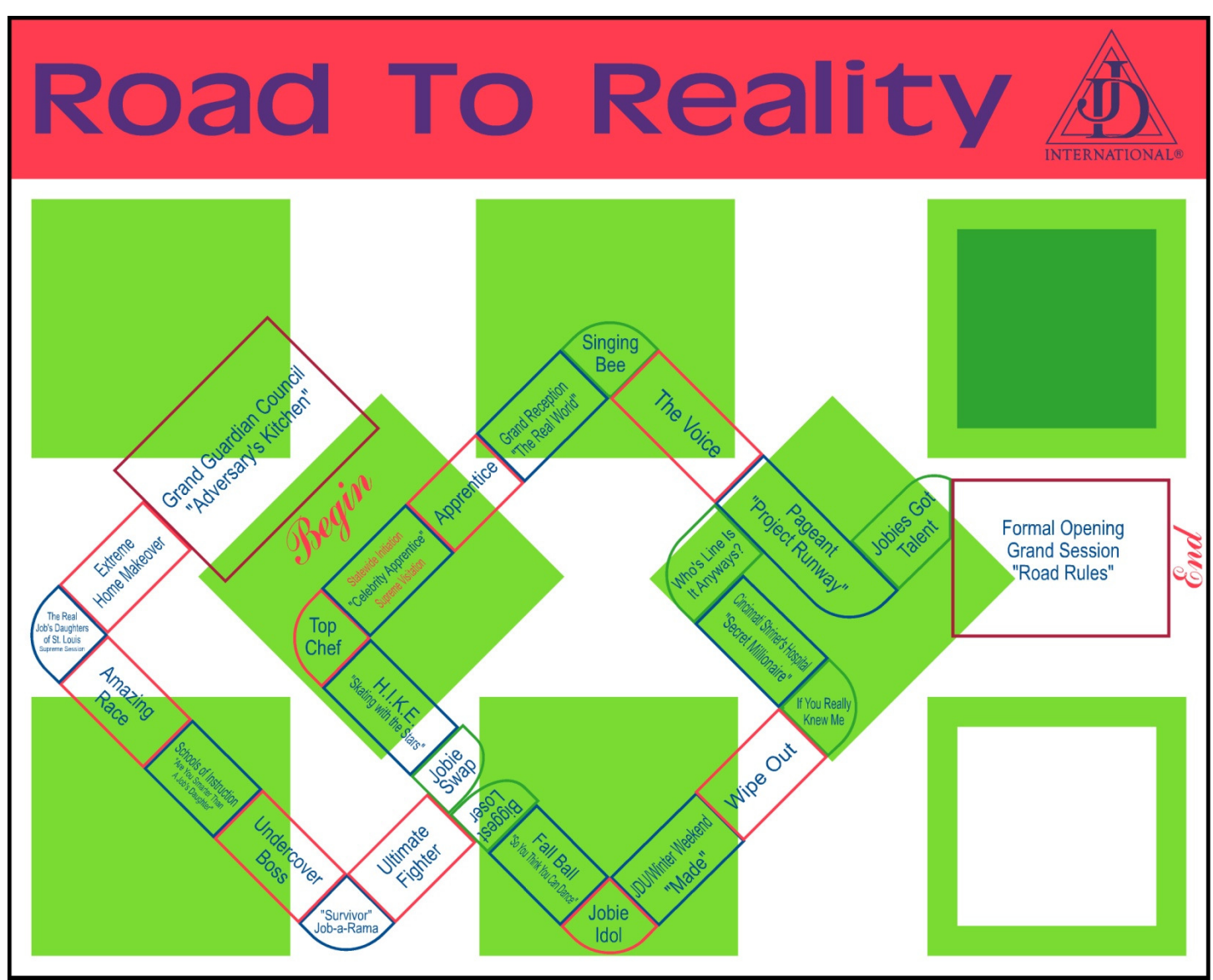
“THE APPRENTICE”
 Your Bethel may earn this bonus piece for putting an advertisement or article in your local newspaper. (To earn this piece your Bethel must submit copy of the article or advertisement.) ******This can be to invite the community to your Bethel’s installation of officers, inviting the community out for a membership drive, information about your Bethel’s fundraiser, information on hosting a dinner or breakfast, etc... ******

“THE ULTIMATE FIGHTER”
 Your Bethel may earn this bonus piece for completing TWO (2) or more categories in “The Ultimate Fighter”.

“THE BIGGEST LOSER”
 Your Bethel may earn this bonus piece for initiating a member of your Jobie-to-Bee program as a Job’s Daughter after her 10th birthday in either term (fall 2011 or spring 2012).

Promotional Game Board Layout

This layout below will show where each piece will be placed for each task there is available to be earned. Each piece is shown outlined in the color game piece that should be placed on the promotional game board. The board also outlines where your Bethel will design their Bethel square and the Bethel photo square. The words *Ohio Job's Daughters* may be placed anywhere your Bethel sees fit. The board is free to design as you would like. The only part that cannot change will be the actual game piece section that you will build as you earn each game piece. We encourage you to make this board your own and decorate the pieces to correlate with the corresponding piece titles (For example: the piece for "The Voice" will be pink and your Bethel could put a sticker of a microphone or lips or a musical note on top of the game piece to give an idea of what you had to do to earn the game piece. We do ask that you decorate in some way each piece that you earn. This is what will help to make your board unique from everyone else.



Jobie-to-Bee Program

Who Can Bee a JD-2-Bee?

A Jobie-to-Bee is a young girl (suggested to be aged eight or nine) who is not quite eligible to be a member of Job's Daughters.

The ultimate goal of a Jobie-to-Bee is to become a member of Job's Daughters. Jobie-to-Bees must have the proper Masonic relationship, as is required for membership into Job's Daughters. (This relationship doesn't need to be verified until she reaches the age of ten (10).

What can she learn from becoming a JD-2-Bee?

A Jobie-to-Bee would make new friends and be able to participate in new experiences. She will build self-confidence, raise her self-esteem, and be of service to others. She will also be able to travel, and participate in local, state and international functions.

What happens once a girl becomes a JD-2-Bee?

As a Jobie-to-Bee, the girl will get to know the other members who are already Job's Daughters, and meet with adults who volunteer with the local group called a "Bethel". She will be invited to many Bethel activities and various ceremonies and events. The new JD member will be presented with a sash and a special pin that she can wear to Bethel activities.

Once the JD reaches the age of TEN (10) and is old enough to join Job's Daughters, she will already know most of the members of the Bethel and will feel comfortable with attending meetings, events and activities.



Please refer to the Promotional Disc included in this manual for copies of brochures, pamphlets, membership forms, craft ideas, Seeds of Promise ceremony, and all Jobie-to-Bee and promotional material currently on file.

Promotional Material

What is Promotion?

The word "promotion" comes from the Latin and literally means "to move forward." The dictionary defines promotion as the process of furthering the growth, establishment, sales, etc. of something. Promotion in Job's Daughters, therefore, is all those things that we do as an organization to make our Order more well known to the general public, more respected within the Masonic family, and to acquire new members.

Who are we?

How many times have you seen or done this? Somebody asks you what Job's Daughters is and you reply, after taking a deep breath, shuffling your feet and rolling your eyes upward:

"Job's Daughters is an organization for young women between the ages of 10 and 20 who are related to Master Masons, to band them together for spiritual and moral upbringing; to teach them love of God; love of their country and its flag; respect for parents and elders; and love for all mankind."

General Promotion

- Have cards and stamps at the meeting so they can be signed at the meeting and send out that night to prospective members, get well cards, etc.
- Assign one or two of the Daughters to greet visitors before the meetings
- Have Bethel friends on phoning list
- Hold a special function to honor Bethel friends
- Wear a Job's Daughters t-shirt or pin to all appropriate events, to school, etc...
- Make sure you have IOJD information at public events
- Have a display in the school, public libraries, banks, churches, etc...
- Decorate store windows with robes, capes, and crowns and pictures of your activities
- Have a dessert auction and invite EVERYONE including Masons, Star, friends, families and the bakery manager from the supermarket or local bakery
- Ask schools if you can do a presentation-make Job's Daughters look like fun!
- Don't let "You gotta be related to a Mason" be the first thing out of your mouth
- Have an Honoring Past Honored Queens night or Honoring Majority Members night and invite the PHQs/MMs from your Bethel. It may be a lot of work to get their new addresses but it will be worth it. Don't just go back 5 years, but 10-20 years.

Promotional Material

Who do we market to?

Advertisers use the term “target markets” so they know who to direct their message to. Target markets are specific groups of similar people. For example, if you were going to be selling a line of petite women’s clothing your target market would be women under 5’ 4”.

We have a few target markets to deal with when we’re “selling” Job’s Daughters:

- Parents
- Girls
- Masons and Masonic families
- Our own members

Marketing to Parents

A lot of the trend researchers say that society is going back to placing a great deal of importance upon “the family” and family life. However, the economics of society today, make that difficult. In the book, “Creating Ever-Cool; A Marketer’s Guide to a Kid’s Heart”, Gene Del Vecchio talks about “The Things That Are Changing”. He says that, “Kids are expected to grow up faster. Today, some 26% of households with children under 18 have only a mother at home, and 4% have only a father. Additionally, 70% of moms work full- or part-time, leaving the child to spend his time in daycare or to come home to an empty house.”

What does that mean for us? It means that parents have to balance spending time with each of their children and doing what they need to do. We need to make Job’s Daughters a place that the parents want to come to as well. And it means that we can no longer rely on only parents to supply all the support our Bethels require.

What does this mean for promotion?

- Job’s Daughters is something that you and your child can do together.
- Caring and loving adults from all ages and backgrounds.
- Job’s Daughters gives you, as a parent, another avenue to use your skills.
- Job’s Daughters is not expensive to belong to.
- Job’s Daughters gives your daughter an edge in the adult world.

Promotional Material

How the media can help

Using the media to promote Job's Daughter can be an unbelievable way to boost membership. Every newspaper has reporters assigned to different areas of the news. One area that can be overlooked is the non-profit group section. Newspaper editors are always looking for interesting and exciting news and someone to cover the story. We live the story of Job's Daughters every day, and every time we have a Bethel meeting, a fun activity, a state event, etc...we report it. Our Bethel daughters should be experts at reporting events. Our ritual has a specific order of business to discuss all the reports for the recent events. Here is the chance for your Bethel daughters to use and enhance their skills and write a story covering the topic of Job's Daughters. For those who may not feel comfortable about submitting an article, you can also submit to the editor a request for coverage at a Bethel or state Job's Daughters event.

When writing a story or a request, make sure to cover the five (5) **W's** in your report. These five components are critical elements in any news release, and although it seems simple it is still easy to forget.

WHO: Tell people who you are – the name of your group, and briefly describe what your group does (if it is not obvious).

WHAT: If writing to an editor and requesting coverage for an event...explain the event or issue that you want covered. For example, attendance at a fundraising event, state event, H.I.K.E. presentation, etc... If you are writing an article, describe what the event was and how it benefited the purpose, and describe a brief breakdown of what went on behind the scene of the event.

WHY: If asking an editor to cover an event, you want to provide a reason or a "news angle" for the coverage. For example, your Bethel may have raised money for H.I.K.E. more than any other in the state or the country and you did it in a unique way. If you are writing an article, describe why the event was being held, describe why we had the event, and what our outcome was.

WHERE: Make sure to describe where the event is going to occur if requesting coverage of an event or to where the event took place if writing about it. If someone sponsored the event, please make sure to give credit to that company, organization, or person(s).

WHEN: If requesting coverage from the editor, make sure to advise when the event will be held, or if writing an article about the event, make sure to say when it happened. Don't forget to list a contact person and phone number, or e-mail and/or website that people can refer to for future information (i.e. www.ohiojobsdaughters.org, www.iojd.org or your Bethel's website).

Once you have completed your request or writing your article and you have reviewed to make sure you have included the 5 **W's**, you are ready to submit. Remember to be creative! Though, sometimes being too creative can be too much for editors and they don't have time to decipher a cute headline or complex copy. Think, short, snappy, easy to read, to the point! Remember to always proof read and have someone else check your work.

Receiver: _____

Bethel: _____ City: _____

Address: _____

Jobie-to-Bee Order Form

Items	Cost	Quantity	Total
Basic Package			
Basic Package – Set of 5	\$25.00		
Jobie-to-Bee Booklet Bee Mask , Bee Pen , 6 Bee Tattoos 2 Sheets Bee Stickers Cardstock (5 black & 5 yellow)			
Basic Package – Set of 10	\$45.00		
Jobie-to-Bee Booklet Bee Mask , Bee Pen , 6 Bee Tattoos 2 Sheets Bee Stickers Cardstock (5 black & 5 yellow)			
Crafts			
Bee Photo Clip (Set of 5) **Premium**	\$7.50		
Bee Trinket Box (Set of 5) **Premium**	\$7.50		
Bee Door Hanger (Set of 5) **Premium**	\$15.00		
Bee Mirror Hanger (Set of 5)	\$6.25		
Bee Yellow Glitter Visor	\$4.50		
Bee Gimp Keychain/Bracelet – Yellow (1yd.)	\$1.75		
Bee Gimp Keychain/Bracelet – Black (1yd.)	\$1.75		
Bee Gimp Keychain/Bracelet – White (1yd.)	\$1.75		
Bee Gimp All 1 of all 3 Colors (1yd. ea.)	\$5.00		
Bee Melty Beads (Set of 5) **Premium**	\$8.75		
Optional Items			
Bee Bracelet	\$3.00		
Bee Necklace	\$2.00		
Bee Pin Holders	\$0.75		
Wood Bee Pins	\$0.75		
Jobie-to-Bee Sash	\$5.00		
Bee Stickers – 12 per sheet/12 pk.	\$6.00		
Bee Tattoos – 36 per sheet	\$9.00		
Paint – Black	\$6.50		
Paint – Yellow	\$6.50		
Paint – White	\$6.50		
Paint – One of all 3 Colors	\$18.00		
Yellow Cardstock 12x12 sheet – 25 per box	\$8.50		
Black Cardstock 12x12 sheet – 25 per box	\$8.50		
Discount Deals			
Pick any TWO (2) Crafts (only one premium craft)	\$12.00		
Pick any THREE (3) Crafts (only one premium craft)	\$16.00		
Pick any FOUR (4) Crafts (up to 2 premium crafts)	\$22.00		
Total			

Promotional Game Form

*****Do not use this page in the manual, please insert the excel document page*****

Promotional Game Form

*****Do not use this page in the manual, please insert the excel document page*****

Promotions Committee

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Grand 1st Messenger 2011-2012

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Other Committee Members:

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Grand 3rd Messenger 2011-2012

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