

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.

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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.

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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.