

Publicity & Promotion Program

Grand Guardian Council of MD Job's Daughters Information

Purpose: To encourage new membership, to encourage the current daughters to participate in GGC functions, and to supply and support the Bethel with promotional literature and materials.

Membership

- A. Each new member and the daughter who is responsible for bringing her in will receive:
 - 1. A Job's Daughters T-Shirt or sweatshirt – her choice
 - 2. Their name on a leaf to be placed on our Traveling Tree. At the end of the term, the leaves will be framed with a certificate to be given back to the petitioner and her recommender.
 - 3. A Job's Daughter pin for the new initiate and a term pin for the Bethel member.

- B. For the most new members brought in by a Bethel, the Bethel will receive a fun trip for the Bethel.

- C. For the most new members brought in by one daughter, she will receive \$50.00 in Jobie Bucks.

- D. Bethels will receive a ribbon / streamer for membership at the Ocean City Flag Ceremony (Spring Banquet to Spring Banquet time frame)
 - 1-3 New Members - green for growth
 - 4-8 New Members - blue for reach for the sky
 - 9 + New Members - gold for go for the gold!

Travel and Participation in all GGC activities:

- A. Bethel
 - 1. Each Bethel will receive a large traveling companion (frog) which should be brought to all GGC functions to encourage daughter participation, camaraderie and growth.
 - 2. Each Daughter will receive a Pin-on Charm for their 'charming' frog. The Bethel with the most charms (at the Holiday Ball and at Spring Banquet) in relationship to their active membership will receive Pizza / Movie night with the GG & AGG.

- B. Daughter
 - 1. Each daughter will receive an Individual Traveling Spirit Award Card with a variety of GGC activities listed on it. When the daughter attends an event, she will have the card punched by the GG, AGG, VGG, or VAGG to validate her attendance or participation. When the Spirit award card has the required amount of punches in each category, she can then turn it in for \$10.00 in

“Jobie Bucks”, which can be used for GGC ways and means merchandise and / or credit towards OC or other GGC event.

Note: Cards will have a keychain / ring attached.

Daughters are responsible for keeping track of all cards.

Spirit Award:

We will promote the Bethel Spirit Award in Maryland and the Supreme Spirit Award. We hope that every Bethel will strive to receive this reward and the exciting new prizes.

Promotional Material:

The GGC of MD has a variety of promotional material that is available to the Bethels at no cost. Please ask the AGG, GG, VGG, or the Promotional Chair, Patience (Bell) Hein.

Committees Under Promotion:

- A. Membership (new committee) Margo Hampton, Chairman
 1. To explore ways to promote membership through all viable media
 2. To arrange for exemplification at other Masonic bodies
 3. To assist Bethels with retention of all daughters, regardless of age
 4. To post membership and promotional ideas on the website that have worked for others
 5. To make membership information available to other Masonic bodies providing a packet, showing the benefits of membership in Job's Daughters to young ladies
 6. To track statistically the growth in our state
 7. To promote the Go Jobie program
- B. Jobie to Bee -- Lori Schuessler, Chair
- C. Web site -- Kim Regner, Chair
- D. Whispers -- Theresa Regner and Laura Bell, Co-Chairs
- E. Prospect party -- Bunny Russell, Chair