

Job's Daughters International Grand Guardian Council of DelMar, Inc.

9355 Bowling Drive
Charlotte Hall, MD 20622



2024-2025 Publicity & Promotion Plan

Publicity, promotion and retention are the responsibility of all members of Job's Daughters. This is very important to the survival of our organization. As Grand Guardian and Associate Grand Guardian, Dad Lewis and I wish to support the efforts of each Daughter and Bethel in maintaining and growing our Order.

MEMBERSHIP

INDIVIDUAL

Each new initiate will be presented with a Job's Daughter charm or pin.

Each Daughter who signs a petition will be presented with a pin once the Daughter is initiated and attends two (2) meetings. If a Daughter signs more than one (1) petition she will receive a term pin once the new member is initiated and attends two (2) meetings. For each additional petition the Daughter will receive a pair of movie tickets once the new member is initiated and attends two (2) meetings. Any Daughter who signs five petitions, and the new members are initiated and attend two (2) meetings each, will receive a fifty-dollar (\$50.00) gift card to the store of their choice (Jobie appropriate of course) or may use the money toward Grand Session.

The Daughter who signs the most petitions, with the petitioners being initiated and attending two (2) meetings each, will receive a fifty-dollar (\$50.00) refund for their Grand Session fee for 2025 and be presented with an engraved plate to add to her Bethel's Awards Plaque at the Awards Banquet in Ocean City. A minimum of three (3) new initiates are needed to qualify.

BETHEL

Each Bethel is encouraged to bring in at least five (5) new members. Each Bethel that initiates five (5) new members will receive a Pizza Party served by the Grand Guardian and Associate Grand Guardian.

Bethels are also encouraged to increase their percentage of members. Any Bethel which increases in membership by fifty percent (50%) will also receive a Pizza Party. If a Bethel has already won a pizza party for initiating 5 new members, an alternate prize will be provided. The bethel with the highest percentage increase in membership will receive an engraved plate to add to their Bethel's Awards Plaque.

Bethel's will receive a Bethel Membership Streamer to be presented at the Formal Opening in Ocean City. All Daughters initiated between January 1, 2024 and December 31, 2024 will be included.

1-3 New Members – White Streamer

4-5 New Members – Metallic Blue Streamer

6-7 New Members – Yellow Streamer

9-9 New Members – Purple Streamer

10+ New Members – Lavender Streamer

The Bethel that initiates the newest members will receive a two-hundred-dollar (\$200.00) refund on their Grand Session fee for 2025 and be presented with an engraved plate to add to their Bethel's Awards Plaque.

JOBIES TO BEE

Jobies-to-Bee will receive a sash and button to welcome them to the Bethel.

PROSPECTS

Every activity has prospect potential. Daughters and Adults are encouraged to invite prospects to all activities. Remember that they can view the opening and closing of meetings to obtain an idea of what happens in the meetings.

To promote membership and retention on a statewide level, a Statewide Prospect Party will be held. All members bringing a new legitimate prospect will be able to attend for free and her prospect also. The Miss DelMar Job's Daughter and Miss DelMar Maryland Congeniality will give a promotional presentation as well as providing information on HIKE. The Promotion Committee will have material, Jobie-to-Bee information and petitions available.

We will also have several fun events throughout the year that will make great opportunities to invite a prospect to attend and get an idea of the fun events we do.

COMMUNICATION

Communication in all forms is vital to the success of all organizations. All members are encouraged to use these sources to spread the good news of your Bethel and statewide events.

NEWSLETTERS

Bethels are encouraged to publish their own newsletters. An engraved plate to add to their Bethel Awards Plaque will be presented to the Bethel with the best newsletter for each 6-month term. A minimum of three (3) newsletters are required to qualify for this Award.

LISTSERV**

The Listserv, monitored by a CAV adult, is utilized to promote interaction between Daughters, Bethels and the GGC. A flyer to subscribe to the Listserv is in the May packet. The Listserv is a good source for discovering what is going on around the state or just asking questions. Bethels are encouraged to email flyers for their individual Bethel activities for all to see. **Always remember that not everyone is a member of the listserv and that mail and phone calls are still appreciated.**

BETHEL WEB PAGES

Bethel Web Pages are encouraged as vital links for communication and promotion. Care should be exercised in keeping each website maintained in accordance with JDI policies and guidelines. Websites will be inspected by the GGC Webmaster for compliance. Always remember that Web Sites should be kept current.

DELMAR GGC WEB PAGE**

The DelMar web page will be maintained for informational and promotional purposes with an updated GGC calendar for easy reference. Take advantage of this site for keeping informed on what is going on around the state. Information on Miss Job's Daughter of DelMar, Miss Congeniality of DelMar, Miss Junior Jobie of DelMar, the Grand Bethel, and the adult leaders can be found on this site. GGC ways and means items can be found also. Bethels are encouraged to post fliers on fun and fundraising activities.

GRAND GUARDIAN EMAIL ADDRESS

The Grand Guardian has a permanent email address which each Grand Guardian can use. The email address is grandguardiandelmar@gmail.com. Please use this email for all communications with the Grand Guardian. If your email is of a personal nature for the Grand Guardian only, please direct it to anneblairmasino@gmail.com and reference Job's Daughters in the subject line.

TRAVEL AWARDS

Each Bethel and the Grand Bethel will receive a travel mascot (they will be a surprise). At each Grand Visit (GV) and activity, the Bethel will receive a special button/charm. Bethels bringing their travel mascot to the GV will receive a sweet treat to share.

SPIRIT AWARD

Each Bethel will be given the opportunity to earn the Bethel Sprit Award in DelMar and the Supreme Spirit Award.

PUBLICITY AND PROMOTION CHAIRMEN**

Publicity and Promotion Committee: Cindy O'Neill

Jobie-to-Bee: Amanda Nowland

Prospect Party: Cathy Feyen

Web site/Listserv/Social Media: Kim Regner & Cynthia Sirk

**Great resources for information