



Virginia Elks Association, Inc.

Major Projects
Virginia Elks Youth Camp
Virginia Elks Safety Glass Program

Charity, Justice
Brotherly Love and
Fidelity

Public Relations Committee

Public Relations Contest – July 1, 2012 – March 31, 2013

Lodge Name: _____ **Lodge #** _____

- | | | | |
|---|-----|------------------------------------|--------------------|
| 1) Appointment of Lodge PR Chairman | ___ | 10 points | |
| 2) Publication of Monthly Newsletter | ___ | 10 points per issue | ___ Max. 90 points |
| 3) Perform A Community Project | ___ | 10 points each | ___ Max. 90 points |
| 4) Elks Hoop Shoot Lodge Contest | ___ | 20 points | Date _____ |
| a. Pre-Event Media Coverage | ___ | 20 points – Provide Article | |
| b. Post-Event Media Coverage | ___ | 20 points – Provide Article | |
| 5) Elks Hoop Shoot District Contest | ___ | 30 points | Date _____ |
| 6) Elks Soccer Shoot Lodge Contest | ___ | 20 points | Date _____ |
| a. Pre-Event Media Coverage | ___ | 20 points – Provide Copy | |
| b. Post-Event Media Coverage | ___ | 20 points – Provide Copy | |
| 7) Elks Soccer Shoot District Contest | ___ | 30 points | Date _____ |
| 8) Drug Awareness Event in School/Public | ___ | 20 points each | ___ Max. 80 points |
| a. Media Coverage-Provide Copy | ___ | 20 points each | ___ Max. 80 points |
| 9) Scholarship Program – Lodge | ___ | 20 points | |
| a. Visit School to explain Program | ___ | 10 points each | ___ Max 30 points |
| b. Pre-Contest Media Coverage-Provide Copy | ___ | | ___ 20 points |
| c. Post-Contest Media Coverage-Provide Copy | ___ | | ___ 20 points |
| d. Scholarship Award Ceremony-Provide Details | ___ | | ___ 20 points |
| 10) Americanism Contest-Lodge Level | ___ | 20 points | |
| a. Visit Schools to Explain Program | ___ | 10 points each | ___ Max 30 points |
| b. Per-Event Coverage-Provide Copy | ___ | 20 points | |
| c. Post- Event Coverage-Provide Copy | ___ | 20 points | |
| d. Award Ceremony | ___ | 20 points | |
| 11) Elks National Home Buy-A-Brick Program | | | |
| a. 4"x8" | ___ | 10 points each (Lodge and Members) | |
| a. Max 60 points | | | |
| b. 8"x8" | ___ | 20 points each (Lodge and Members) | |
| a. Max.120 points | | | |

- 12) Fundraising for Elks Charities Outside the Lodge
 1. ___ 10 points per \$100 ___ Max 100 points
- 13) Fundraising for Non-Elks Charity/Community Projects
 1. ___ 10 points per \$100 ___ Max 100 points
- 14) Lodge Anniversary Celebration
- a. Obtain Lodge Anniversary PR Kit from Grand Secretary's Office
 1. ___ 10 points _____ Date
 - b. Actual Lodge Anniversary Event
 ___ 30 points _____ Date
 - c. Pre-Event Media Coverage
 ___ 20 points
 - d. Post-Event Media Coverage
 ___ 20 points
- 15) For a school(s) close to your Lodge
- a. Purchase and present American Flag ___ 20 points ea ___ 60 points max.
 - i. Post-event Media Coverage ___ 20 points ea ___ 60 points max.
 - b. Perform Dictionary Project ___ 20 Points ea ___ 60 points max.
 - i. Post-event Media Coverage ___ 20 points ea ___ 60 points max.
- 16) Citizen-of-the-Year ___ 20 points
- a. Media Coverage-Provide Copy ___ 20 points
- 17) Elk-of-the-Year ___ 20 points
- a. Media Coverage-Provide Copy ___ 20 points
- 18) Outstanding Members (2) ___ 20 points ea ___ 40 points max.
- a. Media Coverage-Provide Copy ___ 20 Points
- 19) Lodge Awards Ceremony ___ 20 points
- a. Media Coverage ___ 20 points

Total points for above _____

Respectfully submitted (Print Name): _____

Title _____

Verified by District PR Chairman: _____

NOTE: Please forward to your District Public Relations Chairman by April 15th in order for awards to be presented during the June Convention. Thank you for all of your efforts.

District Chairman

CENTRAL DISTRICT CHAIRMAN

Milton Werner

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SOUTHWEST DISTRICT CHAIRMAN

David E. Stultz - Sally

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General Chairman

Bill Tennis- 757-850-1515

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SOUTHEAST DISTRICT CHAIRMAN