

VFC 2016 Convention
Public Relations Report

There was a Public Relations Committee meeting at the Convention on Monday, April 18 in the New River Room. While 17 members had registered only 9 members attended. They represented 6 VFC Areas and 7 Chapters.

The THEME of the meeting was: **How can the VFC better help/serve the Chapters?** Currently VFC NARFE assists Chapters with Matching Funds for membership recruiting type activities and supplies PR Goodies, such as bags, pens, notepads and several others items, for handing out at events.

Because "Public Relations" is all things NARFE, the attendees discussed what worked well for their Chapters. The following is a summary of the items discussed.

1. Chapters should try to have NARFE tables at various community events. Matching funds may be available to assist in covering expenses involved in participating in such events.
2. Try having a Chapter meeting where Chapter members are encouraged to bring a friend or former co worker as a way to introduce them to NARFE. Make the meeting fun!
3. Be welcoming and enthusiastic at meetings.
4. Use your rural newspapers to publicize Chapter events. Need to work on establishing contacts with the papers.
5. How best to communicate the NARFE message locally? Try ads or the local cable channel. Here again Chapters need to work on building relationships.
6. Have interesting and topical speakers.
7. Emphasize the social aspect of your meetings. Be welcoming and inviting.
8. Network with your local community organizations. You may find topics and speakers for future Chapter meetings.
9. Use your NARFE business cards.
10. Emphasize to your community NARFE's outstanding "Give Back" work with Alzheimer's.
11. Getting members to volunteer. Do it informally, one on one, maybe over a cup of coffee or lunch.
12. Look for health fairs or other events to have a NARFE Booth.
13. Don't keep doing the same thing over and over again. Look for new ideas to try. Change can be good!
14. If an event doesn't work out as planned, step back, take a break and revisit another time with some changes.
15. Try placing your old NARFE monthly magazines in local businesses, doctor offices, hospitals and libraries.

These are ideas that have worked for chapters. Consider what might work for your Chapter and try to implement. If one doesn't work try another one?! Keep moving forward.

REMEMBER THE "4 Bs"

- Be Enthusiastic**
- Be Positive**
- Be Exciting**
- Be Adventurous**