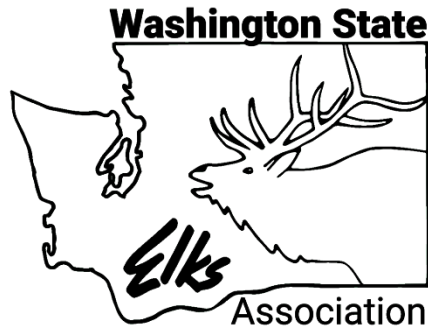


WASHINGTON STATE ELKS ASSOCIATION
PUBLIC RELATIONS COMMITTEE

BENJAMIN BRADEN
Online Presence

For WSEA Local Lodges



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To: Washington State Elks Association Vice President(s), Program Advocates & Local Lodges:

Lodge Media Room Summer Convention 2021

Through the direction and guidance of our incoming State President Dave Richcreek the Washington State Elks Association will be making available to all our lodges, their officers and members a staffed media room during our upcoming state convention.

Sit down with our media professional and interview host during convention and create motivational and/or promotional videos designed specifically for your lodge. Let us help you create a membership promotional highlighting the great things you do at your lodge and in your community. Create a video promoting a yearly event or share some of the history of your lodge with your members or the public. This is the place to make history happen and create the energy your lodge needs for success.

Do some research before the convention and bring us creative, innovative and fresh new ideas and information to propel new members into your lodge, members into the officer chairs and propel your Elks Lodge into the Next Generation.

Visualize making something special for your lodge and your membership. Utilize this once in a lifetime opportunity to create the energy needed to bring your lodge out of the covid shutdowns swinging and ready for action. Engage your membership with motivational video material, reach out to your community with inspiration.

While at the media room consider sharing some of your story on why you made the step from being a member to being an officer. Help us gather positive stories about making that transition and supporting your members and lodge by becoming an officer.

The number one reason lodges fail is a lack of members stepping up to be officers – **we need your help** - by sharing your positive experiences, to help our lodges succeed, to help your lodge succeed. If you can motivate just one person to become a member or one member to step up and become an officer through this program you will have done an amazing thing for Elkdom in our state and across our country.

Lodge First, Member First – everything else succeeds after that.

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Washington State Elks Association Public Relations Online Presence Coordinator