



## **Public Relations Policies and Procedures**

### **General Information**

#### **The Guild Bylaws apply to the Public Relations:**

Since Committee Chairpersons will attend Guild Executive Board Meetings, create their own meetings and interact with the Guild Membership, they shall need to have an understanding of the Bylaws for the **QUILTING GUILD OF THE VILLAGES, INC.**

Duties of GUILD Public Relations Committee *(total committee is currently inactive)*

#### **Public Relations Committee:**

1. Consists of a Chairperson and volunteer members who will coordinate all Guild-level communications, including advertising, marketing, and promotional needs.
2. PR Committee members coordinate all Guild level communications, including advertising, marketing and promotional needs.
3. PR offers all Guild chapters a high level of advertising, marketing and promotion in a timely manner for events and saves them the efforts of reinventing the wheel each time a new event comes along.
4. Keeps abreast of Guild and notable Chapter events and submits them to the appropriate media outlets in timely fashion.
5. Workshops, Visiting Artists, Marketplace, Quilt Show, and other special events shall expedite their advertising by presenting their requests to the PR Committee in a timely manner, and providing all of the needed facts and pictures needed for the flyer to be created for their distribution.
6. Maintains a consistently professional public persona for QGOTV.
7. Provides media guidelines to Chapters who conduct events about which they desire media coverage.
8. Currently there are members in this committee who are experienced Public Relations (PR) professionals who willing offer their time and talents.
9. PR committee looks to ensure that representation is included from major events like Showcase and Marketplace, as well as, all other Standing Committees that require advertising, printed flyers and PR coaching.
10. All committee members contribute according to their expertise and/or interest. Some have "contacts" with other media, others have communication or computer backgrounds that are put to good use. Email communications improve our efficiency in working together.

#### **Skills Needed:**

##### **Computer skills:**

- Working knowledge of Microsoft Office Word, Excel and PowerPoint.
- Knowledge of electronic file management (logical folder and subfolder design).
- Knowledge of use of "Search" function.
- Locate and use: cut, copy, paste, spell checker, thesaurus, change margins and line spacing.
- Using Word insert Table and/or Excel to create tables, and edit rows and columns.



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- Attention to details.
- Ability to convert documents to PDF and insert watermarks.

**Printer skills:**

- Scan hard copy documents for electric files.

**Emailing skills:**

- Working knowledge of Google (gmail is current email standard for Guild Officers).
- Use: To, Cc, Subject, new message reply, and attach documents.
- Create, develop and select email distribution lists.

**Organizational skills:**

- Maintain filing system for hard copy documents for easy retrieval.
- Meet timelines for completing and sending meeting minutes and other reports.
- Ability to prioritize work and manage time effectively.
- Organizational skills to keep important documents.
- Maintain calendar of all Executive Board Meetings and Guild Meetings.
- Using the QGOTV email address only, establish a daily routine for retrieving and responding to Guild emails.

**Writing skills:**

- Note-taking via paper and pencil or computer during meetings to grasp concepts.
- Ability to convert minutes from meetings into a logical cohesive document.
- Correct grammar and punctuation.

**Interactions:**

- Guild Officers, Executive Board and Membership.

**The Public Relations Committee has already accomplished:**

- Developed a Guild Informational Brochure (*needs revision for 2019-20 season*)
- Developed Media Guidelines for Chapter to use to promote their activities
- Enhanced the Guild logo and interfaced with the Villages Marketing Department for further use
- Organized, created and implemented the publicity for the following Guild events:
  - Guild Fall Craft Show and Sale 2015 and 2016
  - Marketplace 2016
  - Spring "Garage Sale" 2016
  - Showcase 2017

**Due Dates and Tasks:**

**Monthly:**

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1. The **Chairperson** sets the agenda and sends it to the committee members prior to the monthly meetings.
2. The **Chairperson** conducts the meetings and facilitates discussion. The Chairperson shall ask members to perform tasks then, follow-up with them to assist if needed to ensure that the task is completed.
3. Chairperson provides a report to the Executive Board monthly.
4. By prearrangement by the **Chairperson** who must sign the room permit in advance, there is a room saved at Savannah for the first Wednesday of each month. Meeting time is 9-11 am. The Savannah personnel will contact the Chairperson to verify the room set up. This same room will be used by the Marketplace team in the afternoon for the year 2017.
5. The committee has its own secretary who takes notes during the meeting and forwards them to the Chairperson for approval, who makes distribution to the team, Guild Officers, and Guild Website.
6. Although the PR Committee will have its own Annual Budget, items as noted above, requested by Guild Committees shall be provided an estimate of cost for their approval, then a charge to the requesting Committee's budget will be made.
7. Make media contacts and inform Guild as updated.
8. Update Guild Brochure and other PR created documents, as well as, work on new Guild requests or projects initiated by the PR Committee.
9. Ensure all advertising and publicity are monitored and on target.
10. Schedule newspaper and Guild photographers for Guild events.
11. Maintain a digital copy of all work as an archive which will be passed on to the next PR Chairperson. Maintain a backup copy.

### **Annually:**

**January-** The Committee Chairperson shall provide a backup person with who has the Chair's skills who will assume the Chairperson's responsibilities, when the Chairperson is unavailable or unable to act.

**By November 31<sup>st</sup>** - After elections and/or when transition to a new Committee Chairperson is in order, the outgoing Chairperson shall assist in providing appropriate U.S. mail and email addresses to any parties with whom correspondence will continue to exist during the new chairperson's term. Please note that use of a Post Office Box is permissible for those preferring not to use their home address. Fees for P.O. Box rental shall be reimbursed with proper documentation for the term of the office. Cancelling a P.O. Box rental is the responsibility of the exiting chairperson.

**In November** - Outgoing Committee Chairperson shall ensure a smooth transition for the newly appointed Chairperson by providing all documents, USB QGOTV Flash Drive with copies of the yearly minutes, agendas and noted job duty items, as listed under the Guild Policies and Procedures.

### **Documentation/forms**

See Publicity Folder



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*After original committee was formed and functioned for 1.5 years, it was disbanded. With work and direction the committee can be reformed. However, using the guidelines provided to chapters, each group can promote their own activities. Committees handling special events such as Showcase, Marketplace, Garage Sale can be handled by those committees. There are several past committee members who will gladly help with advisement, if requested.*

*(rev. 4/2019)*