

# Promotion

## Where do we start?

- As leaders and members of Job's Daughters, we need to remember that it is difficult to lead when there is no one there to follow.
- A good leader looks out for those who follow her. She provides for their needs and serves their best interests, often at the sacrifice of her own.
- A good leader believes in herself and in those who follow her. She is proud of them.

## Promoting Membership

- 1) *Use your calendar* - Plan activities for all the girls that are fun and that will attract their friends. As a leader, you should listen to what your girls are saying about activities.
- 2) *Publicize* - Show your team spirit with T-shirts, hats, etc. Plan service projects that show the community what a terrific organization we are. You will feel good about yourselves and people will admire you and want to join.
- 3) *Be informed* - You can't sell your product if you don't have all the information. Learn about our history and be familiar with the other members of our Masonic Family.
- 4) *Work together* - Working as a team makes everything more fun. If we are all pulling together as a unified group, other girls will want to be a part of the fun.
- 5) *Be a friend* - By including both members and non-members. It may not be easy, but the effort is really worthwhile.
- 6) *Take pride in your membership in Job's Daughters* - By talking about Job's daughters to your friends at school, church, to your neighbors, etc. If you are not proud of being a member, why not? Discuss and examine your feelings so you can speak out with pride. If you are prepared, you will be able to counter any criticisms of Job's Daughters with positive statements.
- 7) *Learn what you can tell people about Job's Daughters* - There are many things that you can tell people and only a few that you can not. Knowing the difference will make it easier for you to share that knowledge you have about your organization and make it less mysterious to non-members.
- 8) *Find ways to advertise Job's Daughters* - We have book covers, window stickers, patches, etc. available for our members to display. Perhaps you can think of something new which you would like to use in drawing attention to the fact that you are a member of Job's Daughters. The goal is to have something your friends will notice that will prompt them to ask you "What is Job's Daughters?"

# What to tell people about Job's Daughters

We have fun activities

We have meetings

We get to plan and run projects

We get to decide how to spend the money we raise

We pray

We sing

We legislate

We learn correct parliamentary procedure

We develop public speaking skills

We are guided and directed by an adult advisory council

We honor special people

We allow no hazing or teasing in our meetings or ceremonies

We have special moments in our meetings for members only

We are not a secret organization

We wear special attire symbolic of the women in the time of Job

We take pride in being of service to others

We offer our members special scholarships and loans

We have opportunities to travel

We have the opportunity to display our individual and group talents

We participate in competitions such as choir, arts and crafts, ritual, writing, etc.

We meet other girls from many parts of our city, state, country and the world

**We make lasting friendships!**