Maximizing Your Chapter's Visibility

1. Consider at least one activity with broad appeal
   - Athletic events (Mormon nights at ballparks)
   - Cultural events (performing arts groups)
   - Popular speakers (use connections beyond speakers bureau)

2. Work with area Church leaders
   - Public affairs councils
   - Stake presidents

3. Plan publicity efforts well in advance
   - Cultivate contacts in as many stakes in your chapter as possible
   - Provide plenty of lead-time to post flyers, get announcements in bulletins, and send emails
   - If inviting the community, start even earlier. Lead times for calendar announcements in papers can be months in advance, or making arrangements with outside organizations can be a long process (if the community is involved, Public Affairs may be one of your best resources).

4. Communicate with constituent groups
   - Constituent groups often have smaller numbers that are more engaged with news from their society.

5. Consistency builds awareness, but don't be afraid to try new things.
   - Annual events can gain momentum over time
   - If it's not broken, don't fix it
   - New activities can create new interest