

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

