



Growth and Public Relations

Contents

Contents

GROWTH IS A TOP PRIORITY!.....	2
GROWTH FUND.....	2
THE 3 R’S OF GROWTH: “RECRUIT, REGAIN, RETAIN”	2
MEMBERSHIP RETENTION	4
NEW MEMBER RECRUITMENT.....	4
CLUB BUILDING (SAC)	5
GENERAL INFORMATION TO BE GIVEN TO POTENTIAL MEMBERS	7
TO BECOME A LASERTOMA CLUB	8
CLUB MEMBERSHIP.....	9
APPLICATION FOR MEMBERSHIP	9
INSTALLATION OF OFFICERS AND INDUCTION OF MEMBERS	9
INDUCTION OF MEMBERS (to existing clubs)	11
INSTALLATIONS - CLUB OFFICERS – (to existing clubs)	12
BIRTHDAY INSTALLATION.....	12
PIN INSTALLATION	13
INSTALLATION OF DIRECTOR (Sample 1)	14
INSTALLATION OF DIRECTOR (Sample 2)	15
TO BECOME A PROJECT CLUB	15
PUBLIC RELATIONS.....	17
PUBLICITY FOR INTERNATIONAL VENUES.....	17
“In LaSertoma Circles” Guidelines	17
LASERTOMA.COM WEBSITE.....	17
PUBLICITY FOR LOCAL CLUBS.....	18
FOUR EASY STEPS TO GOOD PUBLICITY	18
IDEAS FOR CELEBRATING AND PUBLICIZING LASERTOMA MONTH IN OCTOBER	19
THE ABC’S OF BUILDING MEMBER POWER	20

GROWTH IS A TOP PRIORITY!

GROWTH must be one of the most important priorities for LaSertoma at all levels if our organization is to move forward. GROWTH is essential to secure a future for LaSertoma among service organizations. GROWTH will enhance the benefit of more service in our communities for those in need and bring recognition to LaSertoma as a viable working force among service-oriented organizations.

GROWTH for LaSertoma needs to be twofold: first, through increasing membership in our existing clubs and secondly, through the building of new LaSertoma clubs. It is interesting to note that the same approach can be used to accomplish both areas of growth.

It is also very necessary to maintain our current members. Membership retention is vital to our clubs. They are our foundation and we need each and every member. They are invaluable to our success.

GROWTH FUND

The Growth Fund was established during the Midterm Board meeting and became effective February 22, 2002. Monies are used from the Lifeline fund to help sponsoring clubs finalize the chartering of a new club.

Please reference the SAC kit for full details on how to charter a club. Forms are to be approved by the Exec with the payment of fees.

The Growth Fund can provide:

- Two manuals, charter membership pins, club charter, individual charter certificates and two copies of the latest edition of "In LaSertoma Circles"
- Up to \$100.00 per chartering of a LaSertoma or Youth Volunteer Club which will be paid upon receipt of expenses for a LaSertoma International representative to help with the closing of chartering a new club, i.e., printing, transportation, lodging, etc.
- Up to \$50.00 to supply club officer bars to be passed on each year within the club
- Up to \$100.00 to help the sponsoring Club with chartering expenses, i.e. speakers, printing, etc.;; to be paid upon receipt of expenses after the club has been chartered
- Any LaSertoma Club can donate to the Growth Fund by mailing a check made payable to LaSertoma International with a notation on the check for "Growth Fund"

THE 3 R'S OF GROWTH: "RECRUIT, REGAIN, RETAIN"

GET ORGANIZED -- SET GOALS FOR GROWTH!

Before you begin to recruit new members, it is important to involve all your club members in setting goals for growth. The goal may be adding just a few members, or it may be a more dramatic one, such as REBOC. The number of members desired is not as important as setting a formal, common goal. This goal should be agreed upon by all members so that all members feel an ownership in the goal. A policy for

growth that involves everyone in achieving a numerical goal is a vital element of any membership campaign. The goal challenges members to turn a vision of growth into action and reality.

MEMBERSHIP OR GROWTH CHAIRMAN

The President should appoint a growth chairman or the club should elect a growth chairman, one who is willing to serve; not being forced to do this. A willing chairman will do a much more efficient and enthusiastic job. The chairman may want to enlist help with this position, so a growth or membership committee may be formed. The growth chairman should report at every meeting about the progress of the growth campaign. They can present incentive ideas to entice the members to bring in new members.

WHERE TO START?

Some local clubs may wish to recruit:

- younger members
- specific occupations or places of employment (ie. Web designer)
- socioeconomic factors
- particular skills or talents or resources (ie. Accounting, scrapbooker)

HAVE FUN WITH THIS GROWTH CAMPAIGN:

Some suggested slogans:

“Committed to Growth” “Keep LaSertoma Healthy...Grow”
“Each One, Reach One” “Recruit, Regain, Retain”
“Speak Out for LaSertoma” ... be creative ...make your own...

Campaign Ideas:

Divide membership into teams. Have the two teams compete in seeing which team can take in the most members in a specified amount of time. Choose unlike rewards for prizes for the team which takes in the most members. The losing team could take the winning team to dinner or serve them dinner or clean their houses for a day, or have to donate money to Scholarship and Memorial, etc. etc. Be creative and have fun doing this!!!

During the month of October, LASERTOMA MONTH, publicize and advertise your club:

- Hand out information brochures at the local shopping centers
- Post an article in the local newspaper and/or social media
- Have a very visible service project which will be noticed by many citizens and then recruit at this site
- Plan a recruiting effort such as a membership tea on a Sunday afternoon or a weekday evening at a local establishment like the city’s library or a bank building. Advertise, send out personal invitations, and make phone calls to those interested in a service club.

- Interest your church members in helping in service organizations. You certainly don't have to convince them how much service is needed in our world. They already believe in it.
- Have an organizational meeting at a business which you know already helps organizations such as United Way and Operation Feed. Try and enlist the support of the President or designated appointees so that they can lend their encouragement to their employees. Sometimes, businesses even give time off for charitable organization work. We just need to ask.

MEMBERSHIP RETENTION

Your current members need to know they are our best asset — our strength and ideas, the foundation upon which we build. We don't want to lose any of them. Remember the number one rule of retaining members is to demonstrate their worth in LaSertoma and how their membership benefits their personal lives.

TO RETAIN MEMBERS:

Utilize everyone's skills. Maintain a skill bank of members' talents.

Recognize members' contributions, successes, service to the community, etc. with "spotlights" in the newsletter and/or talk about them at the meetings. Present member story/profile in newsletters or at meetings. Orient new members and involve the present members in this orientation. Assign new members to a buddy/mentor. Present certificates and honors as achieved. Don't procrastinate. Provide meaningful meetings with qualified and interesting speakers; ask for member input when planning. Streamline business meetings so that they are not tedious. Preplan your club year using a yearbook.

Conduct an annual survey of all members as to suggestions, criticisms, etc. Recognize birthdays, anniversaries, etc. for each member making them feel special. Recognize charter members whenever possible. Keep members involved by asking them to hold offices, serve on committees, and participate in projects. Make sure club communication keeps everyone informed. Ensure each member feels important!

NEW MEMBER RECRUITMENT

Share with prospective members why/how membership will benefit them; what is the payback to them for giving up one evening per month to join your organization. Ensure each prospective member receives information about LaSertoma.

Register your club and the names and contact information for officers with your local chamber of commerce.

Organize a special function/membership drive such as a tea, wine and cheese party, ice cream social, etc. and invite prospective members and advertise in the newspaper, radio and/or social media.

Rent booth space at local festivals, flea markets or community events to make your club better known; be sure to have a guest book for follow-ups. Mail the newsletter to those who visited with you.

Send news releases and hang posters in prominent community locations. Place events on "community calendars." Participate in parades. Sponsor local contests of interest to community. Try for local radio or

TV spots. Pair each prospective member with a “buddy” member when they come to visit a meeting. Keep prospective members on a newsletter mailing list for three months. Divide up list of prospects after a tea, etc. and follow-up with a telephone call. Organize contest for recruiting members within your club. Don’t forget to close the sale...ASK a prospective member to join.

Have an application ready. Single side member brochures are available free of charge from LaSertoma Headquarters. Club should print back side with local activities and contact information and ask **every member to carry one everywhere they go**. Be ready to explain LaSertoma benefits, paying special note to what will appeal to the prospect.

Overcome objections. Turn the negatives into positive reasons why someone would join!

CLUB BUILDING (SAC)

Your LaSertoma International manual is the best source for seeking information about how to SAC (SPONSOR A CLUB.) There is also a SAC kit available from LaSertoma Headquarters at no cost to your club or it can be downloaded from the LaSertoma website www.lasertoma.com. In the SAC kit you will find the following items:

- Welcome to LaSertoma!!!
- New member application
- Charter application
- General information about LaSertoma International
- Explanation of our Sponsorship Programs
- Suggested Bylaws for local clubs

As the need arises, the SAC kit is periodically revised and improved. More information may be added at that time.

When a person/community demonstrates serious interest in LaSertoma, schedule an inquiry meeting. The International Director should be notified.

At this inquiry meeting, have a knowledgeable LaSertoma member explain who and what LaSertoma is and the functions of our organization. Have a question and answer session.

If enough interest is shown, set a date for another such meeting and ask the guests to bring other prospective members. A club can charter with a minimum of nine members, but it is much better if you can charter with a larger number of members.

At the second meeting, a more informal, relaxed atmosphere might be encouraged. The sponsoring club should be well represented at this meeting also. This second meeting could generate ideas for this particular club and commitments from the guests to become members. The new club's bylaws can be written with the suggested bylaws information from the SAC kit. The club bylaws must be in compliance with the bylaws of LaSertoma International. Everyone should leave this meeting full of enthusiasm knowing that the club will be chartered and successful.

The new members should plan their charter party with input from the sponsoring LaSertoma Club and/or the International Director. All Regional and International officers should be invited to the charter party.

TWO SAMPLE LETTERS TO PROSPECTIVE MEMBERS

(insert name) LaSertoma Club

Date

Dear _____,

LaSertoma is coming to town! What, you may ask, is LaSertoma? We thought you would never ask!

Chartered in Kansas City in 1929, LaSertoma has grown and prospered. However, our goal has remained the same - Service to Mankind. Our International sponsorships include: scholarship programs, hearing and speech projects, Campership program for youth, and an annual Youth Service program. In addition to supporting these sponsorships, local LaSertoma clubs throughout Canada and the US offer many varied services to their communities; ranging from youth projects, battered women projects to nursing home projects.

We accept into our fellowship people who have a desire to work toward our common goal of serving others and the enjoyment of lasting friendships.

Our club, LaSertoma of _____, is chartering a new club in your city. We value your input and need your support for this undertaking. Your input may be two-fold. We would appreciate referrals of interested, enthusiastic, energetic people and would welcome suggestions of needed services within your community.

For further information about this exciting event, you may contact me at _____.

In LaSertoma Service,

(insert name) LaSertoma Club

Date

Dear _____,

It has come to our attention that _____ LaSertoma would greatly benefit by having YOU as a member. Our club was chartered over (___ years ago) by a group of concerned people who, by networking together, promote service to mankind. Members come together for a regular monthly meeting for special programs to learn from each other, to share friendship and to develop projects that will serve our community. LaSertoma offers people an opportunity to "reach out" to those in need. It is a structured, international organization.

We meet monthly in the (evening) at _____. Our meetings are fun and productive. You will have a chance to meet new friends, find great satisfaction in service, be involved in special projects

and socials, hear great speakers, and much more. We will help you broaden your horizons with only a small investment of time from you.

Please return the enclosed card. For questions or for more information, call _____ (xxx-xxx-xxxx) or _____ (xxx-xxx-xxxx), Membership Co-Chairman.

The card may read as follows:

The _____ LaSertoma Club
cordially invites you to attend their
Annual Membership Tea
to be held at _____
on (Sunday, May 1 at 2:00 pm)
The favor of a reply is requested by
April 25th.
Name _____

____ Accepts ____ Regrets

GENERAL INFORMATION TO BE GIVEN TO POTENTIAL MEMBERS

The purpose of LaSertoma is to promote friendship and support worthy causes (sponsorships.)

Meetings are scheduled at least once each month with members deciding on day and time. Some clubs do not meet during the summer months, but many do continue all year around.

Dues are payable to the local club and include regional and international dues. Total dues are determined by members, taking into consideration the amount due above the local level.

The club's bylaws will be written by the club and adopted upon approval of LaSertoma International.

LaSertoma is two-fold in its goals. Each Club selects its own worthy causes in the community to sponsor financially, and/or through time spent in service with those individuals needing attention. Example: bingo parties for senior citizens, parties at blind schools, the deaf, the Salvation Army, unwed mothers, battered women, halfway houses, drug and alcohol abuse. Monies for these Sponsorships come from Ways and Means projects held by the Club. Example: card parties, bazaars, auctions, 50/50 drawings, car washes, flower sales, fashion shows, luncheons, sale of cards and candy.

The other goal is to promote friendship among the members of LaSertoma. Each club may have a social chairman who will plan get-togethers and outings for members and/or members and their families.

Service hours are derived from the number of hours of service given to each club's sponsorships.

LaSertoma provides a mutual interest for people involved in serving their communities.

TO BECOME A LASERTOMA CLUB

Nine members constitute a club.

The charter fee of \$100.00 is to be paid to LaSertoma International.

The club's bylaws will be written by the club and adopted as approved by LaSertoma International.

Pay International dues as noted in LaSertoma International Bylaws.

Local dues are determined by members. Be sure to set them high enough to include both Regional and International dues.

Meetings are scheduled at least once each month with members deciding on day and time.

Officers may include a President, one or two Vice Presidents, Secretary and Treasurer; all elected by Club members.

Suggested standing committees are Ways and Means, Sponsorship, Membership, Social, Program, Telephone, Publicity and Growth.

The Board of Directors of the Club is made up of the elected officers and Chairman of the Board.

The best way to make yourself (club) known in the community is publicity. Contact your local press, TV or radio stations, social media etc. to publicize any fundraisers you may be sponsoring, any donations you may be presenting to some charitable organization, or any awards you may be giving to some deserving person, as well as any other activities that your club is involved in.

LaSertoma International is a SERVICE ORGANIZATION, and Leaders in Service to Mankind has a real meaning.

It has been said if you want to live in and become a part of the community, you must give something of yourself. This certainly applies to LaSertoma. By becoming an active member in a Service Organization, like LaSertoma, you will find it the most rewarding experience you ever had. The friendships we make while accomplishing so much seem like ample repayment; but we receive so much more than we give, when we serve as "Leaders in Service to Mankind."

CLUB MEMBERSHIP

MEMBERSHIP ELIGIBILITY: Membership is open to persons who are interested in Leaders in Service to Mankind. Each member must pay LaSertoma International, Regional and local club dues.

LaSertoma members may hold multiple club memberships (dual membership) provided they are in good standing and they pay full dues in each club. Refer to the Policy Statements of LaSertoma International for full details.

RETENTION OF MEMBERS: Retaining members is just as important to the local club as gaining new members. Good programs are essential to keep members interested in attending meetings and staying active in the club's projects. LaSertoma clubs are service clubs, and it is vital to make the member realize our slogan has real meaning and that the activities of the club contribute to worthwhile sponsorships in the community.

The following information may be provided on a plain sheet of paper to record information on new members if the membership pamphlet/application is not readily available.

APPLICATION FOR MEMBERSHIP

Name _____

Address _____

City _____ State/Prov _____ Zip/Postal Code _____ Email _____

Telephone Number: (____) _____

Date of Birth _____

Date of Application _____

INSTALLATION OF OFFICERS AND INDUCTION OF MEMBERS

Below are examples of installations of officers and inductions of members. Other installations may be performed according to the officer in charge. We encourage you to be creative with the themes of current International/Local Club Officers.

INDUCTION OF NEW MEMBERS AND PRESENTATION OF CHARTER TO NEW CLUB

(To current LaSertoma members present)

Members of LaSertoma International, according to the authority delegated in our bylaws, we are now to receive into our membership the following Charter Members of the _____ LaSertoma Club.

(Call each member's name and have member stand until all are standing.)

(To New LaSertoma Members:)

Each of you has been duly elected to membership in our great organization and can share with us the many benefits and privileges that we enjoy. You are now with us in the activities of unity, fellowship and service.

PRESENTATION OF CHARTER

We are proud and delighted to present this charter to you today. Cherish it and hold it sacred for it signifies the ideals for which LaSertoma stands. It represents our convictions that are woven together into a single, strong, unbreakable fiber of love and service. It also represents our quest for a rich, happy and productive life of service. It is not what we get but what we give and become that is meaningful.

_____, as Charter President of the _____ LaSertoma Club, we place this treasure in your hands.

ACCEPTANCE OF CHARTER

It is with deep humility and conviction that I accept this Charter and shall guard and protect it and keep uppermost in mind the priceless precepts for which it stands.

PRESENTATION OF GAVEL (if gavel is available)

This gavel is a symbol of the power and authority that you have as President. It also signifies the responsibilities, duties and obligations its possession involves.

As you and your entire membership work together, play together, and grow together, may you enjoy the love, friendship, respect and cooperation that come as your reward for your Service to Mankind.

ACCEPTANCE OF GAVEL (if gavel is presented)

I accept this gavel with full realization of the responsibilities of this office. I shall, with dignity and unwavering determination, carry out my duties to the best of my abilities. I shall endeavor to use this authority with wisdom and love.

JOINT INSTALLATION OF CLUB OFFICERS (CHARTER BANQUET)

It is an honor and privilege to install the Officers of this new club. Not only do I wish to congratulate the Charter Members on the great job they have done in organizing the club, but also I feel that congratulations are in order for members of the _____ LaSertoma Club, as sponsors of this new club.

As the new members of _____ LaSertoma Club look to a new year of unity with enthusiasm and growth through service, it is appropriate that we think of leadership and the true meaning of leadership. Wilford Petersen defines leadership as "those who have followers." Leaders deserve to have followers and to receive recognition, because authority alone is no longer enough to command respect. Leaders must be great servants. They must keep their eyes on high goals and strive to make the efforts of their followers and themselves contribute to the personal enrichment, the achievement of more abundant living for all, and the improvement of our civilization.

Before introducing the Officers you have selected to lead your Club for the year ahead, I must remind each member that by electing these officers to be installed here tonight, you have pledged your support to them. Now, give them that support — willingly and gladly. Serve on committees that will be formed to help carry the load of your officers. Offer suggestions that you feel will be for the good of the Club,

and voice your opinion on matters that come before the membership for a vote. Remember that each and every member is a vital part of this new club, and your views and opinions are important.

The time has now come to introduce the Officers of this new club, to honor them, and to install them as leaders of the _____ LaSertoma Club. As I call your name, would you please come forward and stand to my left: (Call each officer — giving the Office and the member's name.)

Congratulations to each of you. Upon you has been bestowed a high honor. But along with the honor comes responsibility. As I challenged the members to support you, I now charge you to justify this faith by recognizing that it is your responsibility to organize, to lead, to inspire, to motivate and to encourage others. In every phase of life, there must be leaders, and there must be followers. Leadership is a special talent which the members of this club have recognized in you. You are the possessors of qualities such as integrity, sincerity, loyalty and true dedication to serve mankind.

As Officers, you are going to be asked to give a portion of your time and energies to the club activities during the coming year. Please don't feel that you are giving just to the club because your club's main purpose is to serve others. So, while you may be away from your usual routine, you will be using your time in serving mankind and making life more pleasant for others.

Each of you knows the responsibilities of your respective offices, and knowing that each of you will carry out these duties as you work together in the name of LaSertoma, in unity and with enthusiasm. Now, by the authority vested in me by LaSertoma International, I hereby declare you duly installed Officers of the _____ LaSertoma Club for the 20__ fiscal year. Ladies and Gentlemen, I present to you the new LaSertoma Club Officers.

(Presented at Fairhope, AL Charter, August 15, 1981, by Jenny Prather)

INDUCTION OF MEMBERS (to existing clubs)

(TO ASSEMBLED LASERTOMAS) Extend the hand of friendship as we receive _____ and _____ into the fellowship of the _____ LaSertoma Club. From this day forward, according to the authority delegated in our Bylaws, _____ and _____ will share in the unity and service of this great organization.

(TO THE NEW LASERTOMA MEMBERS) To each of you, I present a yellow rose as a symbol of friendship. You have been duly elected members of the _____ LaSertoma Club, and you are asked to share in the responsibilities as well as the joy of being a LaSertoma member.

Just as the stem of the rose is vital to the survival of that rose, so too are you important to this LaSertoma Club. You will be called upon to support your leaders and to hold up the purpose and goals of LaSertoma International. Your support is vital to our organization.

Take the hand of friendship offered by the members of the _____ LaSertoma Club. Receive it in the spirit in which it is given, and return it with sincerity.

On behalf of LaSertoma International, I give you this rose, to remind you to join the fellowship and Service to Mankind as promoted by LaSertoma.

It is a great pleasure to welcome you to LaSertoma, and with the authority delegated by our Bylaws, I extend to you a welcome into our outstanding service organization.

(By Phyllis Haack, Chairman of the Board, LaSertoma International, June, 1981)

INSTALLATIONS - CLUB OFFICERS – (to existing clubs)

Newly-elected Officers should be formally installed by an International Officer at a special meeting arranged for this purpose. An International Officer, the International Director or such Past Officer may be invited to perform this ceremony. They should be invited well in advance and should be placed at the head table, along with such Officers-Elect as can be placed there. Installations may be conducted by installing Officers individually or collectively. Items or mementos may be used during the ceremony, then given to each Officer. However, this is optional and not required.

The Officers being installed are taking on positions of leadership, and as leaders, they must perform to the very best of their abilities. The actions and performance of these new officers will be watched by all, and each officer should strive for excellence and club harmony. Ceremonies should be prepared with a message, but never make them too lengthy. The importance of the ceremony is in the words expressed and does take some time and thought on the part of the installing Officer. The installing officer should incorporate these thoughts in the ceremony used, and if mementos are used, the thoughts should be worded around the mementos.

The age of members, the degree of activity of the Club, and the locale will determine, to some extent, the type of installation that should be used. Enthusiasm should be prevalent throughout the ceremony. This will help to create enthusiasm among the Officers being installed.

All Club Officers and Board Members to be installed should be called by name and asked to stand before the head table during the installation.

BIRTHDAY INSTALLATION

Would the 1994-95 (change year) LaSertoma officers please come forward? (give names and offices.)

Tonight I have chosen the theme of building a birthday cake in honor of your 10th anniversary.

Treasurer _____: I give you a bowl to gather the monies for club members and the club's fund raisers; to keep accurate records. With your bowl you will mix the money into the club and watch it as it grows. Your job will take time and patience.

Secretary(s) _____: I give you a spoon(s); you will gather information about each club member and mix the information with your spoons. Even though the information you mix will keep its own individual properties, you will soon blend this information into a club progress report. Remember that successful accomplishments of this club will depend on the full and accurate manner in which the correspondence, recording and reports are mixed and blended. You have an important job as secretary(s); mix your information and talents well.

Vice President____: I give you measuring cups so you can mix the proper proportions of information as you plan outside speakers, social programs and member participation. You will also assist the President when you are needed.

President____: I give you a candle so you can lead your club in being active, energetic and a vital part of the community. You will light up and motivate your members.

Chairman of the Board____: I give you a knife to cut the cake for your members and to point (very carefully) the way for the new officers. It will be your duty to preside over Board meetings and to act as a guide for the officers.

Now take these instruments and build with them a bigger and better club this year. Happy 10th anniversary, and let's make it 10 more.

Now, by the authority vested in me by LaSertoma International and our Bylaws, I proclaim the Officers of the _____ LaSertoma Club duly installed for the 1994-95 (change date) year.

Given by Governor, Marty Zechar, to National Trails LaSertoma Club, Englewood, Ohio on June 11, 1994.

PIN INSTALLATION

Another year has passed and _____ LaSertoma Club is entering upon a new year with great hope. Your election to serve as Officers of this Club for the ensuing year is evidence of the confidence your fellow members have in you and your ability to build upon the foundation that has been laid. Into your hands has been placed the guidance of your Club; its progress, sponsorship activities and welfare during the year will depend upon how well you perform your duties.

Here is our LaSertoma pin.

TREASURER: _____, as Treasurer, you represent the shield. It is symbolic of protection. You are the protector of the monies, and in you is entrusted the financial affairs of the Club. Your position is an important one, demanding integrity and honesty. Your election to this office signifies that your Club members have implicit trust in you. Protect the assets of the treasury as with a shield.

SECRETARIES: _____ and _____, as Secretaries, you represent the colors of LaSertoma, gold and black. Gold represents the sunshine, with its rays reaching out, as correspondence from the Club is reaching others. The rays reach inward also in keeping minutes to enlighten the Club's direction.

Black is the only color which includes all colors; so it is with your duties. You will find them many, varied, and, at times, taxing of your crowded hours. Remember that successful accomplishments of this Club will depend on the full and accurate manner in which the correspondence, recording and reports are maintained.

VICE PRESIDENTS: _____ and _____, you are the wreath of our pin. It is symbolic of Honor and Glory. Your duties will bring both honor and glory to the Club. No single factor has such important influence on the Club's success as membership. You are to develop member interest through entertaining and instructive programs. You will assist the President in the sponsorship activities and

community interests. The results of your contributions to this Club will be evidenced as it grows to greater heights of success during the year.

PRESIDENT: _____ our President. The fagots on your pin are symbolic of Strength through Unity. It is because of your strength as a leader the Club can be unified in its purpose, in its friendship and in its service. To you is entrusted supervision of the duties of all Officers and the guiding reins of the Club.

MEMBERS: All Club Members should wear their LaSertoma pins proudly, know its symbolic meanings and recognize the word inscribed thereon. "LaSertoma" stands for "Leaders" working together in "Service to Mankind". Together, we can make a better community in which we may live and grow in the philosophy of our motto.

TO ALL OFFICERS: It is now my pleasure to proclaim you duly installed Officers of _____ Club of LaSertoma International.

Congratulations.

It is very effective if the ceremony is concluded with the President's pin being presented to the new President and the past President's pin to the retiring President.

INSTALLATION OF DIRECTOR (Sample 1)

(NAME), newly elected Director of the _____ Region of LaSertoma International, I congratulate you. You have proven worthy of faith and esteem. We are placing upon your shoulders the mantle of leadership, responsibility and service. It is true; a great leader is a great servant.

In your endeavors, you will find that your highest award is not what you get, but what you become. As you progress in the Region, be determined to:

Give time and talents so you will get the expected results. Strive for greater excellence.

Serve others without thought of praise.

Be optimistic, for optimism is the harmony between man's spirit and all achievements that are good.

Be willing to work; be enthusiastic; be our leaders.

As you lead us this year, remember you are only as great as the values redeemed, the happiness shared, the truth you speak, the help you give, THE LIFE YOU LIVE.

As _(your LaSertoma title)_____ of LaSertoma International, it is now my great pleasure to proclaim you duly installed Director of the _(name of region)___ Region of LaSertoma International.

(A short poem of your choosing may be used before or after to lengthen the installation).

INSTALLATION OF DIRECTOR (Sample 2)

It is an honor and a privilege to install the newly elected Director of the _____ Region of LaSertoma International, _____. We congratulate you for your willingness to accept the responsibilities of your office, and we extend to you our love and appreciation.

The quality of our organization is determined by its leadership. As a leader, your image must be the very best. Everyone will watch your performance. Because of previous experience in LaSertoma, you are thoroughly prepared to assume the responsibilities, duties and opportunities of your office.

It gives me great pleasure to review the years of devoted service you have had in preparation for this high and important place. I want to remind you that in a very large measure the success of LaSertoma in your Region depends upon you. You are the important link between LaSertoma International and the local clubs. The club is the very heart throb of International. It is your duty as Director to know the complete programs of International, to work loyally and closely with your club presidents, and through your contact with them, to carry forward the programs and objectives into ACTION and SERVICE.

Your office carries with it many responsibilities. It is your duty to represent LaSertoma International on many and varied occasions. You must know your organization and represent it with pride, dignity and confidence.

By the power vested in me by LaSertoma International, I install you as Director of the _____ Region. Ladies and gentlemen, I present to you, your International Director for the _____ Region for the year _____.

TO BECOME A PROJECT CLUB

The possibility of a "project club" would be where members would work strictly on fundraisers or projects which would help our organization grow with more potential members. The thought of having the "project club" would really benefit regions by adding new clubs and members. The members would still pay dues as any club does now, however, members of the project club don't have the time to attend monthly meetings due to work schedules, family needs, etc., but are willing to have fundraisers or projects. LaSertoma could still grow with this concept.

Nine members constitute a project club.

The charter fee of \$100.00 is to be paid to LaSertoma International.

The club's bylaws will be written by the club and adopted as approved by LaSertoma International.

Pay International dues as noted in LaSertoma International Bylaws

Local dues are determined by members. Be sure to set them high enough to include both Regional and International dues.

Club Progress Reports (LSI C-1) are sent to International Director the month of the fundraiser/project. Reports should be filed at a minimum of once per year. If club decides not to elect officers, at least two members should be designated as "contact persons" on the membership roster for that club. (One will receive general information; the other will receive treasurer information.)

NEW MEMBERS: In making contact with prospective LaSertoma members, make certain they understand the purpose of LaSertoma, how the organization operates and the benefits of becoming a member. Ensure new members feel welcome and create understanding among new and older members that will bring about a desire to belong. **DO NOT RUSH PROSPECTIVE MEMBERS** into joining, however, continue to educate them on the functions of the organization.

GENERAL: Keep all members well informed about International and local programs. Impress upon members that International is not beyond their reach, but merely a part of LaSertoma. The Region is the link between the local clubs and International. Through it local clubs are kept informed of the functions of LaSertoma International.

PUBLIC RELATIONS

PUBLICITY FOR INTERNATIONAL VENUES

“In LaSertoma Circles” Guidelines

CLUBS:

All clubs are encouraged to submit articles about events. Clubs are encouraged to send the information digitally using jpg or gif format.

INTERNATIONAL:

The following shall place no less than two (2) articles per year in the Circles:

- Individual Chairman of each Awards and Sponsorship committee (one preceding, and one following the International Convention)
- International Officers regarding their duties (with the exception of the International President who shall submit an article for every Circles)
- International Headquarters Secretary
- International Directors with regional articles

EDITOR:

- Shall use their judgment on placement of articles
- Shall not change the substance of any article without first consulting the writer of such article
- If articles are received by email, send reply to the sender that the article was received
- Shall place every article received in a timely manner into the Circles for which it was submitted as space permits
- Shall make changes as directed by the International President after the proofing of the Circles
- Shall complete the Circles within fifteen (15) days after the announced deadline
- Shall send a PDF file of the Circles to the Webmaster for uploading to the LaSertoma website. The webmaster should have it on the website within five (5) days after receiving the PDF file.

LASERTOMA.COM WEBSITE

Clubs are encouraged to send digital pictures and articles describing their activities for publishing to the website. All pictures submitted must be accompanied by a clearly written description of the activity shown. Additionally, pictures must have an extension of jpg or gif for best results when uploaded. Articles must be in electronic format, and may be sent by email directly to the site webmaster (see link on home page) and will be included in future uploads to the website.

Club events that are successful fundraisers or recurring annual service projects and those that have earned local recognition are especially helpful to others who may see them. Let the world know what your clubs are doing!

PUBLICITY FOR LOCAL CLUBS

FOUR EASY STEPS TO GOOD PUBLICITY

1. Early personal contact with the local newspaper or other personnel of the local media is important. Give them a complete list of current club officers. Invite them to attend your meetings and special events. Ask for suggestions as to what kind of articles they would like and will use.

Is there a regular calendar of local club meetings?

What is the radio and television's policy regarding public service announcements?

What about pictures? Will the newspaper send its own photographer to cover special events? Will it accept the club's own pictures? What size? Will either black and white or color be accepted?

Letters to the editor can be a good way to thank the public for its support when a project is completed. You may wish to focus on a different theme in each monthly issue.

Example: If in January you are having a speaker on nursing homes, you may wish to focus on a local nursing home. Include statistics in your article, i.e. "There are 100,000 people over 70 years old in Central Ohio. Twenty eight thousand of those people are in nursing homes. The guest speaker at the Wednesday night Tri County LaSertoma club meeting gave a graphic view of the peaks of aging."

2. Always type your publicity, double or triple spaced on 8½" x 11" paper. Be accurate with all facts, including dates and spelling of names. Type your own name, address and phone number and the name of your club in the upper left hand corner for reference.

3. A good news article includes five points: Who, What, Where, When, Why and, if possible, How. Try to get all of these in the first couple of sentences. Be brief, but complete. Send your article to only one person of each newspaper and list at the top, all newspapers and broadcast outlets which are getting the same information.

4. It is always a good idea to send a copy of publicity to the Editor of "In LaSertoma Circles". Also a copy of all publicity should be sent to the International Director of your region.

All LaSertoma Clubs have potential stories for "In LaSertoma Circles," and it takes just a little time and organization to compile the complete information and supporting photographs to send to the Editor of "In LaSertoma Circles," who is appointed by the International President.

First, think about what makes a good feature for "In LaSertoma Circles." It can be many different things: an unusual project or sponsorship, or articles regarding membership campaigns, community projects, new speech and hearing services, etc.

Be sure to send several photographs (with identification) to use with the article. Black and white photos print best.

IDEAS FOR CELEBRATING AND PUBLICIZING LASERTOMA MONTH IN OCTOBER

Ask for a proclamation from your mayor.

Seek publicity in your local newspaper explaining LaSertoma or attend neighborhood meetings answering questions about LaSertoma.

Hand out flyers describing LaSertoma or other promotional items that help describe LaSertoma at shopping centers, in grocery bags, etc., print LaSertoma information on Halloween trick or treat bags, and send PSI's to radio stations, TV, etc.

“SPEAK OUT FOR LASERTOMA” Set up LaSertoma information booths at fairs, flea markets, school functions, stores, library, etc. Use one of your local sponsorships and promote helping it and discuss how LaSertoma has already helped that sponsorship. Speak at other service organization meetings. Run a concession stand for fall sports in your community or school.

Wear your pins the entire month of October...answer questions about them. Order and wear LaSertoma apparel.

Begin an award for your community or city to honor a certain person with the qualifications you have asked for and give your LaSertoma club lots of credit.

Sponsor events: a ball team in your community bearing your LaSertoma club's name, a contest in your community or city bearing your LaSertoma club's name, or sponsor a youth for an event in LaSertoma's name and receive publicity for this occurrence.

Sell pumpkins for Halloween or other Halloween craft items advertising LaSertoma during your sale.

Your members should participate in any civic affairs that occur during the month of October to help publicize LaSertoma.

THE ABC'S OF BUILDING MEMBER POWER

A IS FOR ACCESS

Visibility is essential. You are doing exciting and worthwhile things. Let the public hear about them.

Establish good relationships with local media. Find out the rules for public announcements.

Invite local media people to a meeting, just to get acquainted and let them know what you're all about.

Use the LaSertoma media packet prepared for you and available at LaSertoma Headquarters.

Check out your local companies and see if they have an intranet to which they would let you submit notices or ads, maybe even paid ads.

Check out programs for community colleges, seminars, arts and music activities. Space in these programs is often very affordable and readers are responsive because you have supported their favorite cause.

The more publicity your club gets, the more credible it becomes and the easier it will be to recruit new members.

Wear your LaSertoma pin and other LaSertoma items.

Be proud of LaSertoma and your membership!

B IS FOR BRIGHT IDEAS

Brainstorm "out of the ordinary" approaches.

If you have a sale at the shopping center, do something out of the ordinary like dress like a clown, dress alike, play music, specialize in something novel. Don't just set up your card table, hang your banner and wait. Do something to stand out so people notice you and remember you.

Do snappy posters, or fliers. Hang them on public bulletin boards in such places as stores, libraries, lunchrooms, places of work, schools, etc. Change them often.

C IS FOR COMMUNICATION

The key to getting people's attention is regular communication.

One "shot" won't do it. No matter how much effort you put into it, people usually have to be asked to attend or join several times.

Establish your lines of communication. They may be radio, TV, newspapers, bulletin boards, etc.

A picture is worth a thousand words. Use pictures whenever possible to advertise your club.

Your club newsletter can be invaluable to you and your members. Send it to the local newspapers, prospective members, chamber of commerce, other local service clubs, and so forth.