

***Does your local want up to
\$500 FREE*
for PUBLIC RELATIONS?***

*some strings attached

Say what?

North Dakota Education Association Public Relations Commission has funds available to help local associations continue, improve, or start local Public Relations efforts. Your local can request up to \$500.

What do I have to do to get it?

Write a grant request.

I've never written a grant request before. It'll probably take too much time or be too complicated.

Not at all. There are some key things you'll need to include, and we'll even supply you with a sample to model.

Okay, I'm interested. What are the key items?

First, state the amount your association wants as a grant. Grants of \$100-\$500 are used for a one-year PR program. Then, you'll need to tell us about your association and how the grant will be used. Start by explaining how many members you have, what your local dues are, and how much, if anything, your local association spends on Public Relations.

Next, cover your objectives. If you're doing many things, separate the internal (for staff) objectives from the external (student and community) objectives.

Finally, make a calendar that describes your plan of action for Public Relations for the year. It should include a breakdown of expenditures.

What does NDEA get out of granting this money?

The participant must have members available to work two-hour shifts at the Public Relations Commission's NDEA Instructional Conference booth (along with PR Commission members). A scrap book of the PR Grant winner's activities must be provided to show at the booth. The participant also needs to provide information with photographs for at least one article in the *North Dakota Education News*.

I can handle all of what you've told me so far. Is there anything else?

Sure, you need to know when it's due into NDEA. All applications must be submitted by March 15 to NDEA, Public Relations, 410 E. Thayer Ave., Bismarck, ND 58501-4049.

Okay, let's see the sample copy!

And here it is... Please note that some of the blanks are left blank, and some ideas have been put into some of the blanks. You're not bound to any of these.

NDEA Public Relations Grant Example

GRANT PROPOSAL

The _____ Education Association, a local affiliate of the North Dakota Education Association, requests a \$ _____ grant to help defray the costs of an expanded, a beginning, an ongoing public relations program. This program will boost morale, promote our professional image, increase awareness of...

Our association currently has _____ members paying \$ _____ for local dues. We are a _____ percent local. *(include other information that tells about your local.)* Our PR chairperson is _____. The estimated total costs of this public relations project are \$ _____. Our local would be paying \$ _____ of the total cost.

OBJECTIVES:

The _____ Education Association intends to focus on public relations to boost morale among our staff and to promote our professional image in the community. We will use our Public Relations Committee to accomplish our goals. The public relations goals of the committee are:

A. External Relations

1. Educate the community on the importance of...
2. Contribute positive articles on education to area newspapers
3. Involve the community in.....
4. _____

B. Internal Relations

1. Encourage teachers to...
2. Improve...
3. Develop...
4. Make...

PUBLIC RELATIONS ACTION PLAN FOR _____ (school year)

AUGUST:

- | | |
|---|---------------|
| 1. Assign a mentor for new teachers | Cost: N/C |
| 2. Have a "Back to School" staff party to promote... | Cost: \$_____ |
| 3. Send Association President to NDEA summer function | Cost: \$_____ |

SEPTEMBER:

- | | |
|---------------------------------------|---------------|
| 1. Order sweatshirts with ___ EA logo | Cost: \$_____ |
| 2. Golf tournament for entire staff | Cost: \$_____ |

OCTOBER:

- | | |
|---|---------------|
| 1. Support the Public Schools Open House | Cost: \$_____ |
| 2. Wear our ___ EA sweatshirts to the NDEA Instructional Conference | Cost: N/C |

NOVEMBER:

In conjunction with American Education Week,

- 1. Have radio spots Cost: \$_____
- 2. Hang __ EA's AEW banner on building all week Cost: \$_____

DECEMBER:

- 1. Send Christmas cards to board members Cost: \$_____
- 2. Organize an all-staff Christmas Party Cost: \$_____

JANUARY:

- 1. Announce negotiation team members in news release Cost: \$_____

FEBRUARY:

- 1. Host a pancake supper and give proceeds to charity Cost: \$_____

MARCH:

- 1. Have a billboard promoting education Cost: \$_____

APRIL:

- 1. Organize an "Adopt a Highway" cleanup Cost: N/C

MAY:

- 1. Have a retirement banquet for retirees Cost: \$_____
- 2. Celebrate Teacher Day Cost: \$_____
- 3. Co-sponsor the "Senior Blast" Cost: \$_____

JUNE:

- 1. Newspaper article thanking community for support Cost: \$_____

So, are you ready to try it?

Ssh! I'm already typing!