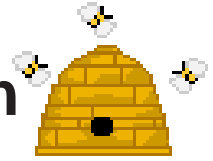




Create a BUZZ -Tip of the Month



The Delta Kappa Gamma Society International~For Key Women Educators October 2008

The International Communications Committee hopes that you are aware of its efforts to make Delta Kappa Gamma more visible in your community, state and country. These tips are reminders of ways to create a buzz. Use, share and enjoy the BUZZ you create!

“ELEVATOR SPEECH”

An elevator speech is a brief statement describing ΔΚΓ to those who may not know who we are. Three examples are shown. Develop your own.

“We are a professional organization of key women educators. We have over 116,000 members in 16 countries. Our mission is to promote the professional and personal growth of women educators and excellence in education.”

“We are an honor society that represents all levels of education. We provide professional and personal growth opportunities for members, support educational legislation, recognize outstanding women and provide leadership training for women educators at the local, state and international level.”

We are an international honor society that promotes the professional and personal growth of women educators and excellence in education. We have 16 member countries and serve over 116,000 members. We provide scholarships, leadership training, mentoring and global networking opportunities for women.”

GUIDELINES

The Guidelines For State Organization and Chapter Communications Committee Chairs is full of valuable information such as ways to communicate, make your chapter newsletter look better, write articles, use elements of good design, etc. It is available from International. Visit www.deltakappagamma.net

Use Waiting Areas

Many public places allow you to leave Society publications for others to read. Take your chapter or state newsletter, the ΔΚΓ NEWS, the Bulletin, Society brochures, etc. and leave them in the teacher’s lounge, physician’s and hospital waiting areas, laundry mats, etc.

Always donate copies of Society Documents to your public library.

KEEP WEBSITES UPDATED!

Make sure your chapter and state websites are up to date. Remind members to visit them often.

PRESS RELEASE

1. Give “contact” information
2. Grab with headline (hook)
3. Invert your pyramid; put critical info first, fluff last
4. Use quotations- testimonials
5. Know that little things matter. (font, size, spelling, brevity, etc.)
6. Email the article **and photo**

PUBLICIZE

The more you publicize, the more others have an opportunity to hear and see! The more they hear and see ΔΚΓ, the more visible we become.

Never let a meeting, project or activity of your chapter go unnoticed by the local media. Assign someone that task!

Send published articles to your state organization editor.

Invite community leaders to your meetings and recognize educators; members and non-members.

Publicize members’ achievements and indicate their affiliation with ΔΚΓ.