



# 3 T's

## TOOLS

Use the enclosed Public Logo's on anything and everything When in the public eye!

Use the tools enclosed for templates and be creative!

Bring attention to yourself as NDGW using this PR Logo!

## TIPS

Wear our image color of Red!

Wear name tags and Shirts with the new PR Logo!

When setting up at public events use Red, White and Gold!

Be consistent with our PR Logo and colors!

Use the PR Logo and hand out information about NDGW!

Direct interested people to visit our website, Facebook or give them your Parlor email!

If appropriate have an American Flag and California Flag in your plans when at appropriate venue's!

## TESTIMONY

Things that have worked! "Don't be a loner! Leverage partnerships and Alliances"

GO VIRAL!! Social Media can target far and wide! Establish a Parlor Facebook Page, do press releases when you can, community flyers, and word of mouth!

Use PR when you have news!

Join membership or collaborate with like organizations such as Historical Societies, Genealogy groups, patriotic and other fraternal organizations!

Publicize upcoming or successful events! Accolades when you achieve something to be proud of with NDGW projects in mind (Environmental, Childrens Foundation, History and Landmark preservation, Veterans, Welfare, Missions, Lighthouse's etc...)

Public Speak as often as you can! Be prepared and enthusiastic!

Support, attend, reward and thank partners and other like organizations events and donate financially or man power to their causes and make sure you exchange names and contact information and most important invite them to attend or support your projects or events in exchange! Work together and collaborate!