

# MARKETING/MEMBERSHIP GUIDELINES for COLORADO RAINBOW

## FIRST PHASE

The Assemblies should build a Marketing/Membership Team (1-2 Rainbow Girls and 1 Adult)

The responsibility of the Team and the Assembly is to implement the following:

### ***“FLYER MADNESS”***

Have the Team meet as soon as possible. Grand Assembly is almost here.

*Post Flyers in:*

- Schools, (Every school that each Rainbow Girl in your Assembly attends. List the dates for Open Houses and Parent Teacher Nights). Have the Rainbow Girls in the Assembly give the information to the team.
- Libraries
- Churches
- YMCA's
- Doctor Offices
- And other businesses you frequent

Take a selfie of where you posted your Flyer. MAKE IT FUN.

Then send your selfies to Mrs. Anderson, [craftyholly@msn.com](mailto:craftyholly@msn.com), no later than one week before Grand Assembly. There will be prizes awarded at Grand Assembly for the most posted flyers by a Rainbow Girl and Assembly.

## SECOND PHASE

### ***“PRESS RELEASES for Community and Service Events”***

Once the First Phase is underway, the Team should meet to continue with more ideas to help Rainbow Grow. While brainstorming they should make a list of events in their area that their Assembly might want to participate in. At these events they would meet and greet prospective Rainbow Girls. You would be surprised as to how many events there are in your community that would be easy to be involved in. A few ideas would be: Founders Day Picnic, Parades (St. Patrick Day and 4<sup>th</sup> of July), Spring Spree, Festivals, participating in school events and any service events that the Assembly is involved in.

Send the list of your community events, dates and times to Mrs. Anderson. She will need a list of the Newspapers, Radio and TV programming information in your area.

Mrs. Holly Anderson at [craftyholly@msn.com](mailto:craftyholly@msn.com)

***Remember to HAVE FUN!!!!***