



PUBLIC RELATIONS

AMBASSADORSHIP



July is PR Month. How can you effectively promote YMI to the community and build mutually beneficial relationships at your level?

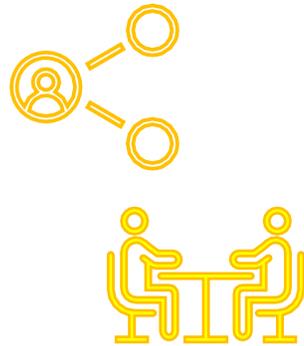


EVERY YMI CLUB MEMBER IS A PR AGENT in his/her own right. Be aware of this and exploit it by:

Emphasis Points

- wearing and/or using Y's Men International merchandise and encouraging others to do the same
- **Displaying signs with the Y's Men International logo** wearing and/or using Y's Men International merchandise

Such simple acts can play a positive role in the promoting the visibility of and familiarization with our organisation.



HELP MEMBERS TO BE ABLE TO SPEAK POSITIVELY, CLEARLY AND CONCISELY ABOUT WHAT IT IS WE DO.



The Elevator Pitch -

All club members should have a small speech describing the key aspects of our movement that can be delivered in response to a casual question about the meaning of a YMI pin, shirt, etc. – a quick overview that can be delivered in the space of an elevator ride. While the basic details of the explanation should be constant, a good pitch will be adapted to the listener.

For example, if you know your elevator companion is the coach for a children's sports team in town for a competition, consider emphasising our relationship with the YMCA our commitment to supporting its mission to empower young people.

THE POWER OF 'I'

I

Can use my IMAGINATION for more IDEAS to IMPROVE and ILUMINATE

the IMAGE of my Y's Men's Club.

This will have a great **IMPACT** on our future

CLUB MEMBER CHALLENGE

Invite a friend, colleague, or family member to join a club meeting (in person or virtual)

CLUB CHALLENGE

Coordinate an event or activity with a like-minded group or organisation.