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 promoting the visibility of and familiarization with our organization.

**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 and our commitment to supporting its mission to empower young people.

**PUBLIC RELATIONS**

**AMBASSADORSHIP**

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

**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.