



## **Public Relations at the Chapter Level**

Many chapters have succeeded in obtaining media coverage of events that have benefited their communities in their local newspapers or broadcast media outlets. This public relations effort at the grassroots level provides AHEPA with a far-reaching visibility and let's society know that the Greek-American (or Greek-Canadian) community is an active, positive contributor and force in their communities. An article about AHEPA in a local, weekly newspaper can be just as effective as an article in the *New York Times*. Remember, AHEPA is unique, in that the organization has a presence in almost every major city in North America!

For chapters looking for some PR tips, please consider the following:

1. The headline should get attention
2. The first sentence should tell why the story is important (why is important to your hometown, borough, city)
3. Use a quote or two to make the news item more personal
4. Don't forget, contact information, date of release, and location are a must
5. Keep the release short. One-page in length if possible.
6. When you are writing the news release, please keep in mind the audience. Is it strictly for the Greek-American community, or is it intended for the community at-large?
7. Conclude the news release with a tag line, and in it, include the mission of AHEPA.

Also, some ideas to generate exposure for your chapter:

- Write a letter to the editor or to your Member of Congress
- Donate funds or books to your local public library
- Hold a blood drive or bone marrow registry drive
- Donate an Automated External Defibrillator (AED)
- Help with a Neighborhood Watch program
- Adopt-A-Highway
- Participate in AHEPA Housing
- Explore opening a Greek Immersion Public Charter School
- Announce your newly elected chapter officers or your chapter meetings in your weekly community newspaper

### **TAG LINE EXAMPLE**

AHEPA is the largest and oldest American-based Greek heritage grassroots membership organization with over 530 chapters chartered in the United States, Canada, Greece, and Cyprus, and sister chapters in Australia and New Zealand. It was established in 1922 by visionary Greek-Americans to protect Greek immigrants from prejudice originating from the KKK and also to help Greek immigrants assimilate into American society.

The mission of AHEPA is to promote the ideals of Hellenism, education, philanthropy, civic responsibility and family and individual excellence.

For more information about [CITY] Chapter No. XX, please contact [CHAPTER PRESIDENT, 111.222.3333. For instant information visit [CHAPTER WEB SITE ADDRESS], or [www.ahepa.org](http://www.ahepa.org).