

MAJOR PROJECT

VIRGINIA ELKS  
YOUTH CAMP



CHARITY  
JUSTICE  
BROTHERLY LOVE  
FIDELITY

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**VIRGINIA ELKS ASSOCIATION**  
**Public Relations Committee**  
**Grand Lodge Best Single Event Contest**  
**Recognizing The Lodge's Most Significant Public Relations**  
**Activity in the Community between April 1 & February 28**  
***All Lodges, regardless of size,***  
***Have an EQUAL chance of winning***

- 1) Capture your event that best displays our Elk programs.
- 2) Expanded use of cameras to capture images of Elk events that tell a story to Elks and non-Elks alike of what we are and what we do.
- 3) Pictures should if possible capture Elks signage and logos, activity name, both Elk and non-Elk members and close-up pictures where people's faces can be recognized. American Flag in picture is a PLUS
- 4) The pictures should be not just of Elks members, but of what activity they are doing, i.e. Kids, Veterans, Community Projects, etc.
- 5) Think outside the box.
- 6) No maximum number of entries from each Lodge. Concentrate on quality, not quantity.
- 7) Include initial letters requesting the program be held in whatever location, day, date and time.
- 8) Include follow-up letters of appreciation to those allowing the program to be held whenever and wherever.
- 9) All entries must be postmarked by March 15, 2012, to Victor E. McClennan, Area 3 Grand Lodge Public Relations Committeeman, 4527 South Peninsula Drive, Ponce Inlet, Florida 32127-6945; (386) 562-5362; (vmcclellan@cfl.rr.com
- 10) See attached flyer
- 11) Each brochure submitted for *Best Single Event Contest* is 1,000 points in the "Other" Column in Lodge's Monthly Public Relations for the month in which it is submitted. (No maximum number of entries – 1,000 points per entry.)

For additional information, contact Bill Tennis, [wctennis@widomaker.com](mailto:wctennis@widomaker.com)



# Best Single Event

## Grand Lodge Public Relations Brochure Contest

Recognizing The Lodge's Most Significant Public Relations  
**Activity in the Community** between April 1 & February 28

**All Lodges, regardless of size,  
have an EQUAL chance of winning**

**Easy-to-Enter RULES:** Combine pictures, newspaper articles, letters of appreciation, commendations, programs, proclamations, memorabilia, etc. into a 3-ring binder, folder, or notebook up to 1" thick (8.5"x 11" pages).

Entries must be **postmarked by March 15, 2012**, and submitted to the GL Area Public Relations Committeeman, whose name and address appear below, for 1<sup>st</sup> round judging. The TOP 3 will be **forwarded by April 15, 2012**, for Grand Lodge consideration and national recognition. 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place entries will be awarded at the 2012 Grand Lodge Convention in July.



Submit to: Victor E. McClellan  
GL Area 3 Public Relations Committeeman  
4327 S. Peninsula Drive, Ponce Inlet, FL 32127-6945  
(386) 562-5362; [vmcclellan@cfl.rr.com](mailto:vmcclellan@cfl.rr.com)