



## *Le Boutique des Huit Chapeau et Quarante Femmes Public Relations Plan of Works 2020-2021*

Greetings National Chapeau Diane, National Officers, Chairman, Les Chapeaux Nationaux Passes, Les Salons Departementaux Officers and Chairmen, Le Chapeau Passes, Les Petits Salons Officers and Chairman, Les Petit Salons Chapeaux Passes and Partners.

WOW! How that for a greeting! However, it shows that the Public Relations Chairmen with a little research, proper titles can always be used, as well as anyone else in this organization.

Chairman Patricia Miller has asked that I remind everyone of the Plan of Works from last year is still in effect due to the repeating of this year. With the Covid-19 Virus affecting all of us, it is difficult to spread the word about our organization. However, due to the age of electronics, we can have meeting in Zoom time, send emails, phone calls and good old fashion snail mail. We are looking forward to working with all Public Relations Chairmen!

It is extremely important that the word gets out about our work and programs to the public and possible new Partners. Last year we signed up 113 new Partners and formed one new Petit Salon. National fall short by 390 Partners of meeting its goal. So, however, we are "Spreading the Word" keep you the good work. Now, more than ever, we need to attract potential partners, educate the public about our programs that can benefit everyone. Our Nurses and Respiratory Therapists are going to be in high demand. Covid-19 has taken its' total on our children. No one know what kind of lingering effect it will have on our children with lung diseases.

Write a short information piece and send it into your local newspaper, ask to speak to Women groups such Church groups, other Military organizations, and local events. To explain and hand out information about the 8/40, hand out information regarding our programs and scholarships. Send in the list of your Officers and Chairmen along with a brief history of what we do. All it takes is a little of your time. "Spread the Word" is easy start a Facebook, twitter and other social media page invite other to join it. Link it to the National web page. (8and40.org). What else do you have to do in the lock down. You talk to your family and friends, so put your fingers to work and spread the word!

Check your spelling for the correct titles, make your article neat and informative. Capture the readers attention. Give them someone to contact for future information. Empower them to want to join our organization.

This wonderful organization of Ladies has never back down for a challenge, so let us roll up our sleeves and step it up. With hearts full of love for our Special Children, we can overcome.

If we can be of any assistance to you, please feel free to contact us.

Yours in Fun and Fellowship,

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