

PUBLIC RELATIONS

Committee Responsibilities

To promote MRSPA and to increase general awareness and membership, the Public Relations Committee:

- Provides news releases for MRSPA activities
- Provides local associations with a variety of print materials for use at pre-retirement seminars, luncheons, and other community meetings
- Provides Public Relations content for inclusion in the MRSPA Resource Manual
- Assists local associations in developing and maintaining a website, as requested
- Assists local associations in setting up a Facebook page, as requested
- Works with other committees on branding efforts for the association

The Maryland Retired School Personnel Association Public Relations Committee has developed this manual to provide a resource tool for local associations. It is intended to assist in building a positive relationship between the local associations and their communities while increasing public awareness of the local associations as well as increasing membership.

GETTING THE MESSAGE OUT

PRINT MEDIA

Flyers, Brochures, Business Cards,
Ads, Newsletters, News Releases



ELECTRONIC MEDIA

Facebook, Website

PERSONAL CONTACT

Community and School System
Visibility

MARKETING TOOLS

Name badges, tri-fold posters,
branded merchandise, banners

PRINT MEDIA


Flyers, Brochures, Business Cards, Ads,



The MRSPA Public Relations Committee provides local associations with a variety of print materials for use at pre-retirement seminars, luncheons, and other community meetings.

The *Solve the Retirement Puzzle* folder contains all of the MRSPA brochures in one pocket. Locals place their recruitment material and brochures in the other pocket.

Flyers, bookmarks, brochures, business cards, ads, etc., can be used to provide information about locals' projects or be used for recruiting purposes.



In 1940, five retired teachers formed the **Anne Arundel Retired Teachers Association** to work for better pensions for retired educators.

Today, **Anne Arundel Retired School Personnel Association** welcomes all employees of the Anne Arundel County Public Schools.

Why should I join ?
Because AARSPA . . .


- Advocates for pension protection with the State
- Works closely with the MRSPA on all aspects that impact retired school personnel
- Monitors and advocates for retiree health benefits with AACPS
- Advises on State and local legislative matters that affect YOU
- Provides opportunities to be involved with our County Council and State Legislators
- Selects the Employee and Teacher of the Month
- Awards scholarships to high school graduates planning a career in education
- Operates, maintains and provides tours of the Annearrundell Free School Museum
- Participates in pre-retirement seminars
- Supports a chorus, *Voices in Melody*, that performs throughout the year at various functions
- Schedules local theatre and concert trips; also, trips to other locations in the USA. Information is published in the newsletter
- Produces and distributes *The Informer* newsletter five times a year
- Conducts five luncheon/business meetings a year with entertainment and opportunities to interact with fellow retirees

All of the above and more for only \$15


YOU can make the Difference !

A four page brochure published by the Anne Arundel Retired School Personnel Association promotes the Free School Museum, an AARSPA project.

Annearrundell County
Free School Museum



Perhaps the only surviving schoolhouse as the result of the Maryland Free School Act of 1723.



A project of the Anne Arundel Retired School Personnel Association (AARSPA)
Located in the community of Laval, off Rutland Road, about one-half mile from MD. Route 450



www.PGPSRA.org



www.mrspa.org
1-877-625-6783

Why should I join? Because PGPSRA...


- Advocates for pension protections with the State of Maryland
- Works closely with MRSPA on all issues that impact retired school personnel
- Monitors and advocates for retired school personnel health benefits with our local school board

All of the above and much more for only \$15.00 a year!
(Combined membership with MRSPA is \$60.00)

THE ONLY ORGANIZATIONS WORKING STRICTLY FOR RETIREES

Business cards (Avery 28877) can be used for "elevator speeches" as a recruiting technique.


Cecil County Retired School Personnel Association



MISSION STATEMENT CecilRSPA...
The Cecil County Retired School Personnel Association (CecilRSPA) is affiliated with the Maryland Retired School Personnel Association (MRSPA). The purpose is to improve the general welfare of Cecil County Public School retirees and promote a continued connection to the public schools and community. Membership in the organization is open to all retired teachers, administrators, supervisors, paraprofessionals, and supporting services staff. The CecilRSPA holds four business meetings annually with a luncheon and program; all are open to the entire membership.

Website: CecilRSPA.org/

The Anne Arundel Retired School Personnel Association makes this bookmark available at all pre-retirement and retirement functions.





www.aarspa.org
1-410-222-5000

Why should I join? Because AARSPA

- Advocates for pension protections with the State of Maryland
- Works closely with the Maryland Retired School Personnel Association (MRSPA) on all issues that impact retired school personnel
- Monitors and advocates for retiree health benefits with the AACPS
- Conducts five business meetings / luncheons with entertainment, speakers, and opportunities to interact with fellow retirees

All of the above and more for only \$15.00
(Combined membership with MRSPA is \$60.00)

The Anne Arundel Retired School Personnel Association (AARSPA) congratulates the 2019 Senior Citizens Hall of Fame inductees for many achievements in volunteerism.




Congratulations
2016. H


ABC
PSR

ASSOCIATION of BALTIMORE CITY
PUBLIC SCHOOL RETIREES, Inc.

Congratulations
to all the
Volunteers inducted today into
The Maryland Senior Citizens
Hall of Fame



AARSPA invites you to visit The Annearrundell County Free School Museum located at 1298 Laval Road, Davidsonville, MD. (Perhaps the only surviving schoolhouse as a result of the MD Free School Act of 1723)



Contact Karlie Everett at (karlieeverett@verizon.net) for more information.

Local associations place ads in the program for the Maryland Senior Citizens Hall of Fame awards luncheon.

Update publications as needed for content and design.

The Maryland Retired School Personnel Association Fund
 For further information contact:
 Maryland Retired School Personnel Association
 8379 Piney Orchard Parkway, Suite A
 Odenton, MD 21113-1508
 410.551.1517 877.625.6782
 www.mrspa.org
 mrspa@mrspa.org
 www.facebook.com/mrspa1945

To Support the MRSPA Fund
 Checks should be payable to The Community Foundation of Frederick County with MRSPA noted in the memo line and mailed to:
 The Community Foundation of Frederick County
 312 East Church Street
 Frederick, MD 21701
 301.695.7660
 Make a secure online donation at: www.cfredco.org.
 Click on Give Now.
 Then click on Explore Funds and Give Now.
 Type Maryland Retired School Personnel in the box.
 Press enter.
 Additional information about the Community Foundation, its administrative practices and its component funds is available at your request.

MRSPA
 MARYLAND RETIRED SCHOOL PERSONNEL ASSOCIATION

"I thank you for helping me to become someone who will be able to help students and their families through my own intentions and actions, as a school counselor and also, hopefully, an ESOL teacher."
 Jennifer Lyons, Montgomery County

To Support the MRSPA Fund
 Checks should be payable to The Community Foundation of Frederick County with MRSPA noted in the memo line and mailed to:
 The Community Foundation of Frederick County
 312 East Church Street
 Frederick, MD 21701
 301.695.7660
 Make a secure online donation at: www.cfredco.org.
 Click on Give Now.
 Then click on Explore Funds and Give Now.
 Type Maryland Retired School Personnel in the box.
 Press enter.
 Additional information about the Community Foundation, its administrative practices and its component funds is available at your request.

MRSPA
 MARYLAND RETIRED SCHOOL PERSONNEL ASSOCIATION

The Maryland Retired School Personnel Association Fund
 Providing scholarships to Maryland public school employees seeking teacher or specialty area certification

Maryland Retired School Personnel Association
 8379 Piney Orchard Parkway, Suite A
 Odenton, MD 21113-1508
 410.551.1517 877.625.6782
 www.mrspa.org www.facebook.com/mrspa1945

BEFORE

AFTER

The Purpose of the Maryland Retired School Personnel Association Fund is Two-fold:

- To award scholarships to employees in the Maryland public school systems to obtain educational certification in Maryland.
- To support programs having community benefit which are sponsored by the Maryland Retired School Personnel Association.

MRSPA Fund Establishment
 The fund was established in October 1999 with an initial donation from long-time Association members, Iri and Ella Beall, and has been supplemented with additional gifts since that time by members and friends of MRSPA.
 Gifts are added to The MRSPA Fund in any amount at any time. The Fund is invested with a portion of the fund used annually to award scholarships and provide programs.
 The Community Foundation of Frederick County invests in a diversified account with a percentage held in CDs, money market accounts, and stocks and bonds. Preservation of the principal and the Fund's long-term growth are its primary goals.
 The Fund is eligible to be a beneficiary of a charitable trust, a charitable gift annuity, a life insurance policy or a bequest. Information on these giving options is available through the Community Foundation. All donations to the MRSPA Fund are tax-deductible.

The purpose of the Maryland Retired School Personnel Association Fund is
 to award scholarships to employees in Maryland public schools working to obtain educational certification in Maryland.

"By awarding me a Maryland Retired School Personnel Association (MRSPA) Scholarship, much of the stress over financing this next semester's load of courses has been diminished. I intend to use all that I am learning in graduate school to lift each of my students higher than I could have without this degree gift."
 Pauline Baek, Howard County

MRSPA Fund Establishment
 The fund was established in October 1999 with an initial donation from long-time Association members, Iri and Ella Beall, and has been supplemented with additional gifts since that time by members and friends of MRSPA. Forty-five public school employees have received a MRSPA scholarship since 1999.
 The Fund is eligible to be a beneficiary of a charitable trust, a charitable gift annuity, a life insurance policy or a bequest. Information on these giving options is available through the Community Foundation. All donations to the MRSPA Fund are tax-deductible.

Enclosed is my gift of \$ _____ The amount of the gift will be kept confidential.
 My contribution is in honor of: _____
 for this special occasion:
 My contribution is in memory of: _____
 Please mail an acknowledgement to:
 Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Donor Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Email: _____ Daytime Phone: _____
 Thank you for your thoughtful generosity.

Newsletters

Newsletters are the print face and voice of your local for your members, especially those who do not attend meetings on a regular basis, as well as for the public. Most locals publish 4-5 newsletters per year with 6-8 pages in each issue.

Suggested content:

Letter from president
Calendar of upcoming events
Reservation forms for trips and luncheon meetings
Photos from meetings and events
Biographical profiles of officers, award recipients, etc.
Consumer tips
Reports from committees: community service, legislation, membership, scholarship, remembrance/sunshine, etc.



Suggested layout tips:

Format

Be consistent with number of columns; longer lines tend to tire the eye; choose two or three and stick to it throughout.

Avoid excessive bold, italic, and underlined copy; underline only web links or web addresses.

Indent each paragraph and add a space between paragraphs; white space is crucial to readability.

Use headlines, graphic elements, and good photos creatively to hold the readers' attention.

Font

Choose a low-key font style (Times New Roman, Arial, Calibri, Cambria, Century Gothic, Tahoma and Verdana); use a readable font size (11-14 points).

Use no more than two font styles; headlines and subheading in one, and the body in another.

Distribution Options:

Mail
Electronic distribution
Both mail and electronic distribution
Association web site
Link on public school system web site
Sent to new retirees for one year
Available at pre-retirement seminars and retiree receptions

News Releases

The news release is the most common tool used in public relations.

GETTING STARTED

Establish a one-year goal (July 1 to June 30) of submitting news releases for major events and/or activities of the local association. Once the goals have been selected, discuss these proposed events and/or activities.

Suggestions include:

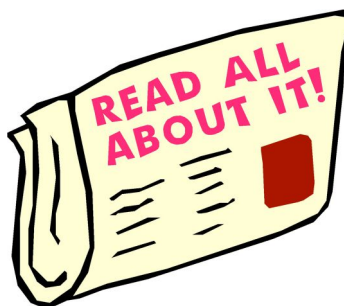
- Installation of officers
- Featured speakers
- Community service events
- Scholarship recipients
- Special awards (Andrus, Maryland Senior Citizens Hall of Fame)
- Fundraisers
- News-worthy events
- Legislative luncheon
- Pre-Retirement seminars
- Trips and tours

Names make news. The names of local members (spelled correctly) and their activities add interest to the news releases.

Meeting and getting to know press contacts is important.

If there is more than one media source in the area, give each one an equal opportunity for coverage. If articles are used in some way, say "Thank you." If articles are not used within an appropriate time, follow up with a phone call or e-mail.

Always type news releases – limit each to one page, double spaced – and e-mail.



WRITING THE NEWS RELEASE

1. Write a short **headline** with the **date of the event**.
2. The first paragraph is the "**lead**" and should **capture the attention of the reader(s)**.
3. Include the "Five Ws" and sometimes "H" (**who, what, when, where, why and how**) in the **first two paragraphs**.
4. **Accuracy** is very important. Names, dates, place, time, etc., must be specific and correct.
5. It is **not necessary** to use Miss, Ms., Mrs., or Mr.



6. Never refer to the organization as "we" or "us." **Use third person at all times:** "He, she, it, him, her, they, them." Never use "you."
7. **Avoid** editorializing with colorful adjectives or adverbs.
8. **Use specific amounts** such as "More than 200 attended..."
9. All claims, opinions and/or predictions must be attributed to someone: "...," **said ...** or **According to ...**
10. Write **short**, declarative, present-tense **sentences**.

11. Keep paragraphs brief. Use one or two sentences.
12. At the **bottom** of the story, include a name, address and phone number of whom to reach if the media calls with questions. Add a second name and number as backup information person, usually the local president.
13. Numbers **one to ten** are spelled out. Numerals are used for **11 and up**.
14. Don't use "th" or "rd" for dates. Use **May 1** or **June 3**.
15. The first time an **acronym** is used in a news article it should be written out. Afterwards, the acronym may be used. **Example:** Maryland Retired School Personnel Association, and then MRSPA.

Photographs

Photos need to be **clear** and **in focus**. Subjects should be **doing something**, such as shaking hands or receiving the check or award. **The fewer people in the picture, the better!**

Write a **caption** with the bare facts (**5 W's**) and **identify people** from left to right and front to back. The caption should be typed on a **separate sheet** of paper with a subject line to match the photo caption.

If submitting a physical photo, write a subject line (two or three words). **Use a Sharpie. Do not use a ball point pen or pencil.**

Digital pictures need to be high resolution (300 dpi). **Light** or white **background** makes a better picture. If e-mailed, send as a **“.jpg”** document, saved with Association name, event and date.



Media Contacts

Each local association president has been e-mailed a localized media list. A complete list is available at the MRSPA Odenton office at 8379 Piney Orchard Parkway, Suite A, Odenton, Md. 21113. Call 410-551-1517 or 1-877-625-6782.

In Conclusion

One can usually expect that the release will be **rewritten** after it is submitted. Don't be disappointed. Each newspaper has limitations and its distinct style for news stories.

REMEMBER: "Something good in print is better than nothing at all."

If the news release does not appear, **don't be discouraged**. Please try to consider the limitations and problems that can occur on their end. Keep in mind that newspapers want to help, but the volume of possible news stories can be restrictive.

Maintain copies of clippings in a special notebook so that at the end of the year results can be shown.

Plan ahead. Try to get news items appearing on a **monthly basis**. Tell your story. Publicize the association's accomplishments, and, most importantly, strive to enhance the image of the association.

During meetings, keep the association informed of articles that appear in the local news media. Some members do not always see the newspapers, watch TV or listen to the radio.

Best wishes for SUCCESS!!!



Maryland Retired School Personnel Association
8379 Piney Orchard Parkway, Suite A
Odenton, MD 21113
410-551-1517
410-551-0874

NEWS RELEASE

Maryland Retired School Personnel Association Scholarships Presented May 8

The Maryland Retired School Personnel Association is the only organization in the state that works exclusively for retired school system personnel. It has approximately 14,000 members, with local affiliates in every county and Baltimore City. MRSPA's national affiliate is NRTA: *AARP's Educator Community*.

The Maryland Retired School Personnel Association (MRSPA) Scholarship Committee Chair, Matilda Barckley, announced three scholarship winners at the Annual Business Meeting May 8, 2018 at the Comfort Inn in Bowie. The winners were awarded \$2,000 each to assist them with their goal of attaining Maryland State Department of Education certification.

Pauline Baek, Howard County - Pauline, a middle school social studies teacher, is currently completing a Master of Education in counseling at Loyola University.

Patricia Simpson, Somerset County - Patricia, a high school special needs teacher, is currently completing a Master in Education with an emphasis on tailoring instruction to meet individual needs through LaSalle University.

Jill Annette Holley, Cecil County - Jill, a special education para-educator, is currently completing a Bachelor Degree in middle level education in English with a minor in social sciences at Wilmington University.

MRSPA Contact: Wanda Ruffo Twigg
Executive Director
410-551-1517
mrspa@mrspa.org.

Photo attached:



Maryland Retired School Personnel Association Scholarship Awards

Pictured left to right:

Frances "Fay" Miller, Maryland Retired School Personnel Association President

Pauline Baek, Scholarship winner from Howard County

Patricia Simpson, Scholarship winner from Somerset County

Matilda "Tillie" Barckley, Maryland Retired School Personnel Association Scholarship Chair

Not pictured: Jill Holley, Scholarship winner from Cecil County



ELECTRONIC MEDIA

Facebook



A Facebook page is an excellent way to highlight the efforts of local associations and increase visibility. Before a Facebook page can be set up for the local association, the person who will be the administrator for the page must have a personal page.

There are many resources online to assist in setting up a Facebook page for an organization. Simply Google "Setting up a Facebook page for a nonprofit". Examples include:

Nonprofits on Facebook (<https://nonprofits.fb.com>)

Another excellent source for assisting in the use of Facebook at the local level is *My Facebook for Seniors* by Michael Miller. A copy is available for use at the MRSPA office in Odenton.

After setting up the Facebook page, notify the membership via the newsletter and/or website that the local now has a page set up. Provide the name and ask them to "like" the Facebook page.

Key Tactics

Images are KEY to hooking your audience.

A strong shareable image can help nudge a user to click on a link, like a post, or look for more information.

You can repurpose or focus on the visual elements of existing flyers or pamphlets.

Keep content interesting and multifunctional: inform, invite, call to action, etc.

Include a visually compelling cover photo, helpful description, and contact information.

Fill the page with resources, publications, event dates, photos and videos.

Develop and post your policy for deleting posts. Facebook pages are open to public posts, so monitor and respond to relevant inquiries and "clean up" or delete irrelevant posts.

Following Pages and Posting Links

Like and follow organizations with similar interests so their postings will appear on your personal newsfeed. If you want to share this information with your local, hit **Share**, scroll down to **Share to Page** and hit **Post**.

OR

From the local association Facebook page, log into each organization's Facebook page separately to see recent postings. To post this item on the association Facebook page, hit **Share**, scroll down to **Share to Page**, and hit **Post**.

Engagement

As often as possible, make posts engaging and interactive.

Ask a question or post a link that others would want to comment on or share.

Mention/tag other organizations in posts to build community and attract engagement from potential followers.

If there is an event coming up, use the calendar on your page to create or advertise the event.

"Like" others' posts and respond when others engage your page.

The administrator should post something on the Facebook page twice a week. This can be a new post, or a repost of something from one of the organizations being followed. Suggestions include:

- NRTA: AARP's Educator Community
- MRSPA
- AARP Maryland
- National Institute on Retirement Security
- Local Board of Education
- Maryland State Retirement and Pension System
- Maryland State Government
- United Seniors of Maryland
- National Council on Teacher Retirement
- NEA Today Express

In addition to links to other organizations, postings can include:

- Announcements about upcoming meetings
- Legislative news and calls to action during the legislative session
- Promotion of upcoming community service events
- Pictures from luncheons, trips, and community service events



Anne Arundel Retired School Personnel Association



Books, toiletries and pet supplies collected at the May luncheon meeting. Thanks to our very generous members!



Anne Arundel Retired School Personnel Association

MARK YOUR CALENDARS! The AARSPA Scholarship Committee is sponsoring a fundraiser at BRIAN BORU, 489 Ritchie Hwy, Severna Park, on January 17, 2019. Order from a set menu and \$10 of the \$25 cost goes to the Scholarship Committee. The dinner is available from 4:30-9:00 p.m.--just tell them you want that special menu.

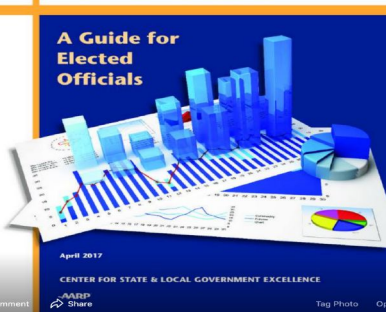


Anne Arundel Retired School Personnel Association

Timeline Photos

Understanding Public Pensions

A Guide for Elected Officials



April 2017

CENTER FOR STATE & LOCAL GOVERNMENT EXCELLENCE

Like Comment Share Tag Photo Options Send in Messenger

NRTA
January 24 ·

State legislatures are in session across the nation. If you're educating policymakers about teacher pensions, here is a useful guide to provide to lawmakers. Download it here: bit.ly/2RHqOcc



Website

Art Geinglass, in *The Public Relations Handbook for Nonprofits*, states that "Today not having a Web site is like not having a telephone number." The ability to communicate is essential for each local to connect with its members but also to reach out to potential members.

Your web site presents your local to the world. Keep it current. It is a wonderful tool for posting news stories about association activities and meeting dates. It can provide contact information. Use it as a photo archive. Post every issue of your newsletter. Members won't have to keep track of old issues when they know they can look up back issues online.

Having a computer savvy member is not necessary. Having a member willing to keep the information up-to-date is important. MRSPA continues to provide your organization with webmaster assistance. For more information on webmaster assistance, call or email MRSPA.

Tips and Tactics

Suggestions for homepage:

- Basic messaging about the purpose of the organization and the value of membership. This can be in 3rd person voice or as a President's message
- Photos of president(s) and shots from recent events - action shots are better than posed shots
- Quick links to access important information about membership and pensions, key association documents, calendar of upcoming events, local officers, etc.
- Member testimonials and stories
- Local and MRSPA logo and key contact information



Possible Content

- Information about the association's history
- Biographies of officers, committee chairs, and award winners
- Reports on the organization's activities and achievements
- Frequently asked questions ("FAQs") about the association and their answers
- The current issue of the association newsletter and archived issues of previous newsletters
- In our schools - what events are currently happening
- Constitution/bylaws
- Scholarship application
- Community service projects
- Links (MRSPA, NRTA, AARP, local school system, MRSPA and Association Facebook pages)
- Audio clips and videos clips that can be viewed via streaming
- An online brochure/membership application
- Regularly updated calendar of upcoming meetings and events
- Contact information for the association
- Photo gallery
- Legislative updates
- Meeting minutes



BUT

- Don't clutter it up with text - visuals and plenty of white space are good!
- Background colors are fine - but don't overdo it - keep it simple!

FYI: The websites for MRSPA locals can be accessed on the MRSPA website by clicking on **Locals**, then an **Area**, then a **specific county**.

ELECTRONIC MEDIA SECURITY CONCERNS

To address members' security concerns, locals may want to consider posting a statement similar to the one posted by MRSPA in the Winter 2019 issue of *MRSPA News*.

Dear MRSPA Members:

As you know, membership recruitment is an ongoing effort and is very important to the ability of MRSPA to sustain itself as a viable value-added organization. Likewise, communications aimed at creating partnerships with MRSPA allows MRSPA to continue to provide excellent membership benefits to you. As a means of marketing the organization to our members and prospective members, MRSPA uses photographs of members in materials and social media platforms.

Of course, MRSPA respects the privacy concerns of its members. Should you wish for photographs of you to not be included in MRSPA marketing materials, social media outlets or other communications, MRSPA will adhere to your wish. Any member who wishes to opt out of appearing in such MRSPA promotions may do so by contacting MRSPA by email at mrspa@mrspa.org or by telephone at (410) 551-1517.



PERSONAL CONTACT

Although print and electronic media are important ways to communicate your association's mission and the benefits of membership, personal contact is the most effective means of publicizing your association and increasing membership. Face to face contact gives you an opportunity to personalize your association's message. Visibility in the community and the educational setting are important ways to publicize your association.

Community Visibility

Participation in community activities gives the local association a positive public image.

Throughout the state, members of locals participate in a variety of community service projects including:

- Supporting, maintaining, and/or operating historic school buildings
- Visiting shut-ins
- Donating to food pantries, food banks, homeless shelters, residential homes, hospices, women's shelters, and drug abuse centers
- Sponsoring a family at Christmas through county social services or organizations like the Salvation Army
- Visiting nursing homes to play games with residents and to bring gifts
- Presenting choral performances
- Distributing baskets at Easter, Thanksgiving, and Christmas
- Donating books to community programs
- Conducting winter coat drives
- Volunteering at a county Homeless Resource Day
- Joining the local Chamber of Commerce
- Participating in candidate forums
- Sponsoring legislative luncheons

Publicize these projects in a variety of ways, both print and electronic!

Local associations support a variety of organizations including:

- United Way
- Salvation Army
- Santa Swim
- Literacy Council
- Walk to End Alzheimer's
- Toys for Tots
- Local animal shelters
- Relay for Life
- Boys and Girls Clubs
- Wellness Walk to support Mental Health Month
- Children of Incarcerated Parents Partnership (COIPP)
- Humane Society
- Judy Center



School System Visibility

Many local associations remain connected to the public school system in a variety of ways. By making associations visible in the schools, locals are visible to future members!

Visibility in the schools:

- Volunteering, tutoring, mentoring
- Donating books, school supplies, backpacks, clothing for health rooms
- Recognizing "Teacher Appreciation" Day
- Reading to students during Black History Month and on Read Across America Day
- Supporting after prom programs
- Awarding scholarships
- Visiting schools during American Education Week
- Supporting graduation and prom expenses programs
- Providing field trip experiences
- Presenting scholarship awards in recipients' schools



Cecil County President, Anne Humphrey (l) and Executive Director Wanda Twigg (r) make a presentation to MRSPA scholarship winner Jill Holley from Cecil County.

Board of Education visibility:

- Attending Board of Education meetings
 - Attending Benefit Committee meetings
 - Volunteering (preparing mailings)
 - Giving gifts on Secretary's Day, Christmas
 - Working with BOE to recognize educators and employees
 - Participating in pre-retirement programs
 - Inviting BOE personnel to speak at meetings
 - Supporting BOE retirement receptions
- Supporting local tutoring programs
 - Participating in community CASA programs
 - Supporting the Imagination Library project

MARKETING TOOLS

Many associations across the state are using branding tools such as pens, tee shirts, polo shirts, hats, tote bags, name badges, etc. to be more visible in the community. Shirts and name badges are worn when members are participating in community service projects. In most cases, the association covers the set up costs, and the members pay for the branded items.



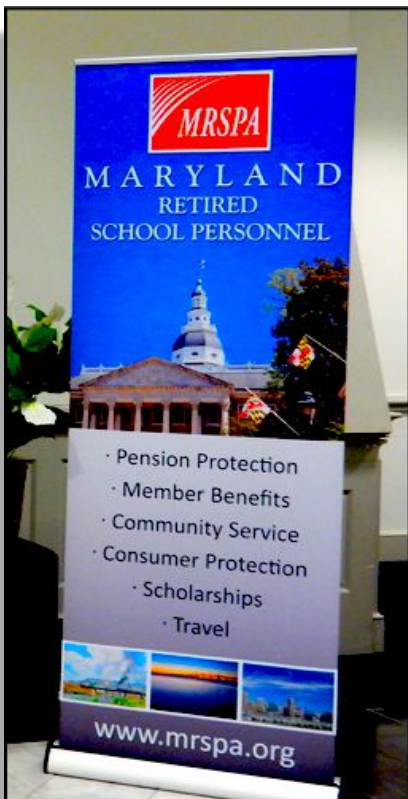
Dorchester Retired Educators Association trifold poster.



Cecil County Retired School Personnel Association pen.



Washington County Retired Educational Personnel Association pin.



Dorchester Retired Educators Association tote bag.



Anne Arundel Retired School Personnel Association 75th anniversary pen.



MRSPA PUBLIC RELATIONS COMMITTEE 2018 -2019

Carla Duls, Chair, Anne Arundel County
Deborah Ahalt, Anne Arundel County
Dr. William P. Brose, Prince George's County
Dr. Debbie M. Chance, Talbot County
Brenda Gibson, Anne Arundel County
Anne Humphrey, Cecil County
Eleanor E. Hunter, Prince George's County
John Sisson, Prince George's and Worcester Counties
Bonnie L. Troxell, Allegany County

Ann Marie Downey, President, Washington County
Wanda Ruffo Twigg, Executive Director

Many thanks to everyone who submitted ideas for inclusion in this manual through the Public Relations Survey conducted in 2018. Additional material was acquired from local websites and newsletters. The manual will be updated throughout the year and the Public Relations Committee invites locals to provide additional examples of print media; newsletter, website, and Facebook content; community service projects; as well as examples of marketing tools that can be shared with other locals. Material can be sent to the committee via the MRSPA office at mrspa@mrspa.org or at MRSPA, 8379 Piney Orchard Parkway, Suite A, Odenton, MD 21113-1508.



(7/01/2019)