

**2008-2009 Grand Guardian Council of Maryland**  
**Publicity and Promotion Program**

Purpose

- ▲ To encourage new membership.
- ▲ To encourage the current daughters to participate in GGG functions.
- ▲ To supply and support the Bethel's with promotional literature and materials.

Membership

1. Individual

- a. Each **New Member** initiated will receive a new Job's Daughters Pin and a term pin.
- b. Each **Daughter(s) that Signs a Petition** will receive a crystal (amethyst or sapphire) butterfly necklace and a term pin.
- c. The **Patricia O'Donnell Membership Trophy** will be presented to the Daughter who signed the most petitions and the petitioner was initiated during the 2008-2009 GGC Membership year (Spring Banquet to Spring Banquet).

2. Bethel

- a. Each Bethel that increases their membership during the 2008-2009 GGC Membership year (Spring Banquet to Spring Banquet) will receive a **Membership Streamer** for their Bethel flag that will be presented during the Flag Ceremony at Formal Opening in Ocean City, Maryland. The streamers will be awarded as follows:
  - ▲ 1-3 new members – Black
  - ▲ 4-8 new members – White
  - ▲ 9 or more members – Purple
- b. The **Jennifer Oliver Trophy** will be presented to the Bethel that initiated the largest number of new members during the 2008-2009 GGC Membership year (Spring Banquet – Spring Banquet)
- c. The **Peggy O'Donnell Memorial Membership Trophy** will be presented to the Bethel that has the highest percentage in growth for the calendar year (based on the Bethel's annual report).

Participation

1. Individual

- a. Each daughter will receive a personalized **Photo Passport** with spaces that can be stamped each time a daughter attends:
  - ▲ Her own Bethel meeting or event.
  - ▲ Another Bethel meeting or event.

- ▲ A GGC sponsored meeting or event.
- ▲ An out of state Job's Daughter meeting or event.
- ▲ Another Masonic family meeting or event.

Each daughter is responsible for getting her own passport stamped. Each Bethel will have stamp(s) for their own activities and to stamp visitors passports. The GGC Elected Executive Line (GG, AGG, VGG, VAGG, GG, GIG, GM, GOG) will have stamps for GGC, out of State and other Masonic family stamps).

All travel passports will be turned in at Spring Banquet – the results of the Daughters participation will be tabulated in each of the categories above and a variety of prizes will be announced and awarded at the Awards Banquet during the 2009 Grand Session in Ocean City.

## 2. Bethel

- a. Each Bethel will receive a **Travel Mascot** Caterpillar/Butterfly Topsy Turvey doll which should be brought to all Official Visitations and GGC functions.

During the fall term we will decorate the Caterpillar side of the doll with various charms.

During the spring term we will decorate the Butterfly side of the doll with various pins

Each Bethel attending an event will receive a charm or pin for their travel doll. Each Bethel will turn in their travel doll at Spring Banquet. The charms and pins will be counted and the Bethel with the most charms (fall term) and pins (spring term) will be rewarded with a special surprise designed especially for THEIR Bethel. In case of a tie each Bethel wins.

- b. We will again promote the **Bethel Spirit Award** in Maryland and the **Supreme Spirit Award**. The installed Honored Queen will receive the Spirit Award Medallion and each installed member of the Bethel will also receive a prize. We encourage each Bethel to strive to achieve this reward.
- c. We will continue competition for the **Boris Tenner Newsletter Award**. The award will be presented to the winning newsletter entries for the Fall and Spring term.

## Promotion

The purpose of the Promotion Committee is to assist the Bethels in promoting the Order either through membership and external exposure events.

- a. The **Promotion Committee** will provide promotional materials to the Bethels at no cost. They will also assist with membership plans and other special activities for Bethels in low membership.
- b. In an effort to promote membership and the Order outside of the Masonic Family circle, the GGC calendar includes a special day in the fall and spring set aside for each Bethel to promote their organization at a local mall. These days are called "**Mall Days**" and the promotion committee will support this participation by working with the facility to schedule the day, have special

promotional literature and items available for those visiting the promotional table. The GG and AGG will treat each member attending their Mall Day to lunch that day.

c. **Other Committees** under Promotion include:

- ▲ Jobie-to-Bee
- ▲ Website
- ▲ Whispers
- ▲ Prospect Party
- ▲ Mall Days
- ▲ Grand Session Newsletter

### Special Programs

#### Metamorphous

The purpose of this program is to maintain and/or increase the current membership levels. To provide a visual point of reference for the program each Bethel will receive a magnetic board with caterpillars and butterflies. The caterpillars represent prospects and Jobie-to-Bees, while the butterflies represent new members. The board should be placed on the secretary's desk at every meeting and the magnets should be adjusted to represent the stage of metamorphous or of the prospect/JTB from a caterpillar to a butterfly. The goal is to turn all the caterpillars into butterflies. Initially each Bethel will receive the number of caterpillars that represent the number of members that Bethel will lose to majority that year – each Bethel can then add as many caterpillars to the board as they want which basically will represent their membership goals for the year.