

PUBLIC RELATIONS COMMITTEE

PURPOSE

To assist the administrator and/or board members in their responsibility to maintain a positive image of the organization in the community by planning for and monitoring public relations and publicity activities. This committee may be divided into sub-committees that work together to reach this goal.

DUTIES AND RESPONSIBILITIES

- Assist the administrator and/or board by helping them plan a year-round public relations program.
- Work closely with the administrator and/or board to plan all publicity and promotion in support of the organization.
- Help the administrator and/or board plan and develop marketing efforts that support the organization's services and programs.
- Serve on the organization's speakers bureau and explain the organization's services and/or programs to groups in the community.