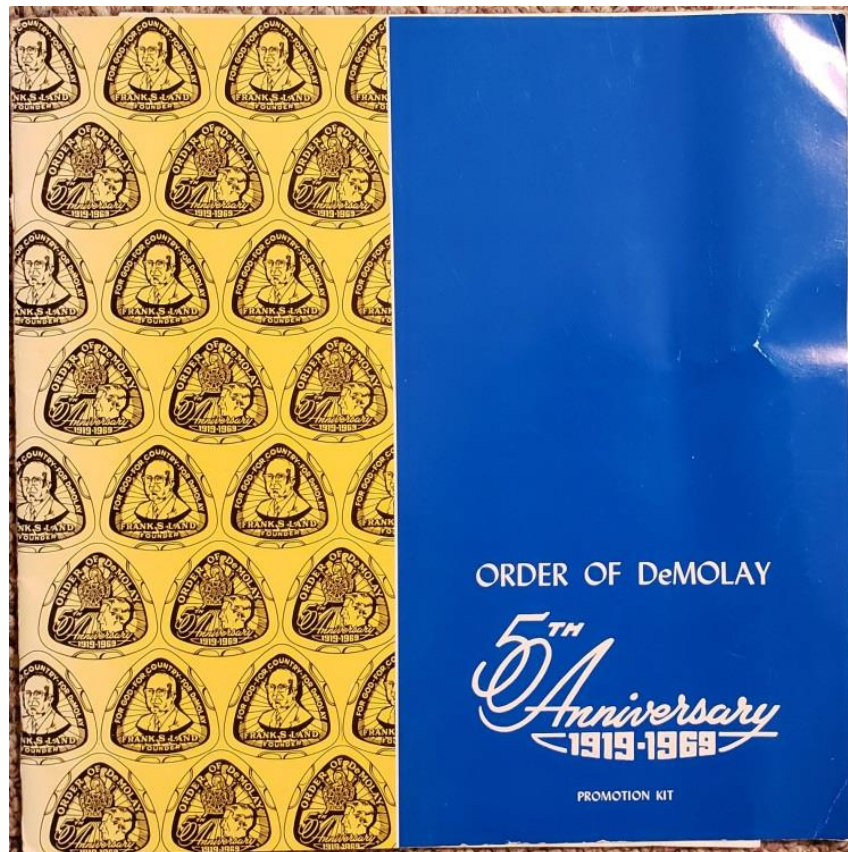


How DeMolay Promoted the 50th Anniversary

With over 170,000 active members and a Kansas City Staff of more than 40 people there was a lot of activity on the local level. But we were also fortunate to have Richard E. Harkins, a public relations professional, working at DeMolay International as the editor of The Cordon magazine and other publications.


Harkins put together a comprehensive Press Kit that included numerous story releases, proclamations, and supplies to purchase and distribute. Here is a look inside that press kit.




The booklet, which was unusually sized at 11” square, also included tear-out press releases and quotations about DeMolay from famous leaders of the time, including President Lyndon B. Johnson, J. Edgar Hoover, Walt Disney, Astronaut Gordon Cooper, and others.

GRAPHIC ARTS FOR THE 50th ANNIVERSARY


BILLBOARDS
Thousands of people see roadside billboards every day. This is an excellent way to remind the public of DeMolay's 50th Anniversary. Both six sheet (18" x 130") and 24 sheet (8 1/2" x 19 1/2") posters are available. Most outdoor sign companies make space available on a public service time basis to organizations like DeMolay with usually only a nominal labor charge for putting the material up. Contact your local sign company and see if space can be arranged periodically throughout 1995.
COST: 24 sheet—\$10.00 each; 6 sheet—\$7.50 each.
(Quantity discount if total of 10 or more ordered on same day. This will give quantity and price will be lower.)




WINDOW POSTERS
Beautifully designed posters which would complement any store window are the 17 x 22 inch 50th Anniversary symbol poster for 1969. Place them in downtown businesses or in shopping centers. Use them for decoration for banquets or speakers podiums. Each poster has a fold out stand on the back so they will stand up; or they will fit flush against a wall.
COST: Pkg. of 10—\$7.50 (available in 10-lot quantities only)




BUMPER STRIPS
This quality bumper strip (3 1/2" x 1 1/2") will tell everyone who sees it that DeMolay is on the go. Silk screened brilliant blue and gold on a weather proof vinyl—good for the whole year. It can be easily peeled off of bumpers and won't leave bits and parts. This is the finest bumper strip that DeMolay has ever offered—a quality strip for a quality year.
COST: Pkg. of 50—\$8.00 (available in 50-lot quantities only)




CHURCH BULLETINS
For use in your own churches, the (8" x 11") bulletins are printed in four-colors and are blank on the inside where the church program can be mimeographed or printed. They fold to a normal 5 1/2" x 8" size. **COST:** \$2.50/100 (with min. order of 100)
A new item this year is a single sheet (5 1/2" x 8") insert for use in a church's regular bulletin. The same four-color scene as described above is on the front side, and a brief description of the Order of DeMolay is on the reverse side. **COST:** \$2.50/100 (with a min. order of 100)



CAR DECALS
Large enough to be seen (4") yet small enough not to obstruct your vision—these decals, which can be used on car or truck windows, or any glass surface, are brilliant metallic gold and fade proof black, and will easily last for the full year. Low in price and high in quality, they can be easily pulled off of windows without leaving a residue.
COST: Pkg. of 25—\$3.00 (available in 25-lot quantities only)




ADHESIVE LABELS
Printed in brilliant gold and black and die cut in the actual shape of the 50th Anniversary logo (showing both sides)—these labels can be stuck on anything from stationery, chapter newsletters, and place cards to school notebooks. Packaged in their own special container, they can be easily peeled off and instantly displayed. One hundred labels are in each box. **COST:** \$1.50/box




COMBINATION PACKAGE: This is your best bargain for a basic supply of bumper strips, window posters and car decals. Every chapter should order at least one combination package, then order an additional quantity of each of the items as needed. Each combination package includes: 50 bumper strips, 25 car decals, 6 window posters.
COST: \$12.00 per pkg.

GRAPHIC ARTS FOR THE 50th ANNIVERSARY (cont.)


Buttons
One of the most popular items for all ages, "I'm For DeMolay" buttons can be used for many different occasions. Wear them to school, give them to prospects, hand them out to the members of the sponsoring body. Buttons can be worn at any time, any place. Equipped with a safety lock, they can be worn for many years to come. Tell the world that you are for DeMolay!
COST: \$2.50 per package of 50 buttons (available in packages of 50 only)




Postage Meter Ad
Take the message right into the home or office with a postage meter cancellation advertisement which can be used on your Pitney-Bowes postage machine. The meter slug displays the 50th Anniversary emblem and the message "50 Years of Young Men on the Go!" and is 4 1/2" x 1 1/2". The slug for DM and DM3 models has only the message, "DeMolay—50 Years of Young Men on the Go!"
COST: \$15.00 each, for RT, RF and 5300 Series; \$11.00 each for DM or DM3 series; and you must specify the Pitney-Bowes meter model when ordering.




License Plate
A brand new item for you this year! For those jurisdictions who do not use plates on the front of the car, this is a natural way to make use of that normally empty space. If your jurisdiction uses two plates, try for trucks, jeeps or buses. These license plates are made of a heavy gauge metal and the blue lettering on the yellow background will not fade.
COST: \$1.00 each (quantity price of 10 for \$7.50)




Place Mats
An item which can be used all year long for chapter dinners or any special occasion where meals are served. Why not check the local cafes or restaurants and see if they will use them in place of their regular place mats. 50th Anniversary logo is featured in gold and black. The size is 10" x 16".
COST: \$2.00/100 (with a min. order of 100)



Program Covers
Handsome designed in gold and black for use at any time during the 50th Anniversary Commemoration, these program covers can be used for installations, investitures, or special programs. Mimeograph your message on the inside and use them for all occasions.
COST: \$2.00/100 (with a min. order of 100)



Promotional Pamphlets
"That's My Boy" and "An Invitation With A Promise," have been re-designed for use during our 50th Anniversary Year. "That's My Boy" should be given to the parents of all prospective DeMolays. It tells the story of our Order and the lifetime values he will gain when he becomes a DeMolay. "An Invitation With A Promise" should be given to all prospective members. The "Masonic-DeMolay Crusade" is a pamphlet which is designed for Masons, and "DeMolay in A Nutshell" is a card which gives a brief resume of facts on DeMolay and the "Vows of a DeMolay."
COST: "Invitation With A Promise" \$2.00/100
"That's My Boy" \$2.00/100
"DeMolay in A Nutshell" \$1.50/100
"Masonic-DeMolay Crusade" no cost for reasonable quantity



1. Has your Chapter ever issued a news release to get some local support from the print or broadcast media?
2. Which of the supplies shown above would be most useful today for your Chapter?
3. Do publicity campaigns like this really work for a program like DeMolay, or should we be relying more on word of mouth and character to grow our organizations?