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# Marketing Your Lodge

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Click or Brick

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# Obvious Marketing Tools

Social Media

Print

Radio

Television

# PSA vs. Press Release vs. Advertising

Public Service Announcements

(PSA are Free)

Press Release is free

Radio Advertising requires financial  
investment

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For any media contact, in person is most helpful.

If your lodge is in small area you may know news director etc. Meet with them when possible.

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## PERSONAL Marketing

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## Social Media

Social shareable online

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## Posts on Social Media

Talking to neighbor, friend,  
coworker about a recent lodge  
event that was really enjoyable,  
family oriented, for veterans etc.

**YOU are the lodges best marketer!**

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**Community Service and Grants**

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**Get publicity in advance for grant  
presentations and community  
service activities. Make**

arrangements for a lodge  
photographer so you can send  
pictures to Elks Magazine as well  
as local media.

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Invite leaders of other community  
groups to grant/award  
presentations

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“Joiners join”

Those who are members of other  
groups might be excited to join your  
Elks.

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If a Veterans program or award, invite other veteran groups like American Legion, DAV, VFW etc.

If youth program or award invite local school board members and officials, youth club leaders etc.

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Make your lodge and yourself known in the community by getting the word out on fun lodge activities, community service projects and a great place to meet friends.

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You are the best marketer of Elks!  
Show your enthusiasm.

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Elks.org has copies of press releases, things to share on social media and other helpful tools. They are there for your use! Don't feel you need to have extensive media knowledge.

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11/5/2021

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