



## Ideas to Promote Rainbow

### Free

- Add a supplement to the current petition that asks for the name and contact information of 3 friends who may be interested in joining Rainbow. Invite these girls to join Rainbow as well.
- Get information about Rainbow on public access stations
- Go to places where girls do activities and ask if you can post flyers about Rainbow.
- Each assembly should get in contact with local newspapers and try to develop a relationship so that information and press can make it into the publication. Send a picture of your officers from your latest installation, service project, or other news worthy events along with a short press release
- Get in touch with the local churches in your community. Ask to have information placed in their bulletin. Maybe, you can set up a table with information.
- Market to your Masonic family. Contact local lodges, courts, and chapters and ask to tell them about Rainbow
- Reach out to majority Rainbow girls and invite them to an annual event
- Get involved in all parades – have girls wear their Rainbow shirts and pass out candy and information on Rainbow
- Go to local middle schools and ask to participate in Back to School Nights
- Look for the honor roll and student of the month listings in the local newspapers and try to send letters and information to the girls showcasing Rainbow. Tell them about an upcoming prospect party or fun event and invite them
- Offer to do an approved ceremony or presentation for various organizations in your town asking that they invite their daughters. Maybe you could couple this with ice cream afterwards
- Have a yard sign made and place it on the lawn of your Lodge (if they give you permission). You can get a sign made through VistaPrint or other internet retailers for around \$20/sign
- Give interested girls the Rainbow DVD with a petition and ask them to watch it, and then return the petition and the DVD.
- Participate in any and all festivals and fairs. Pass out information about Rainbow (maybe Palm cards) or give away balloons. Even have someone walk around advertising a raffle and get the names of interested girls between ages 11-20.
- Consider placing an ad in a dance school's recital program.
- Go to diners in the area and take out an ad on the placemat.
- Invite prospects to a fun event and then offer food and snacks afterwards and explain Rainbow.
- Have pencils printed with the website address. Give them to schools. (the teachers will pass out to the students!)

*Rainbow Gets Girls Ready for Life!™*