



**Illinois State Organization
National Society Daughters of the American Revolution
Marria Elliott Blinn, State Regent**



Public Relations & Media

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*Your chapter can illuminate as you tell your story of service and friendship!
This can be done in a variety of ways: social media, press coverage, brochures, and newsletters.*

As Chapter Chairman, you are responsible for telling your chapter's story of service to Historical, Educational and Patriotic projects in your community. Good chapter publicity can reinvigorate the chapter members, interest potential members, and help the public understand the mission of DAR.

Public Relations & Media in the Community

When promoting DAR, focus on the official NSDAR mission, policies, and objectives, not your opinion. Inquiries about policy statements on behalf of the Society should be directed to the office of Public Relations. The President General is the official spokesperson of DAR. "Today's DAR" prospective member brochures are available for purchase at the DAR Store to assist your work.

News Releases

Keep the release brief. Include the who, what, when, where, how and why of an activity. Follow local media deadlines. Proofread! Do NOT include DAR business or minutes. PROMOTE EVENTS! Meeting notices are appropriate. A News Release template and other resources are available on this committee SIP at <https://www.ildar.org/members/sip.html>

Photo Release Form

Photo release forms are required for sharing images of children under age 18. Forms available on SIP.

DAR Logo

The DAR logo and chapter name may be used on stationery, chapter website, brochures, newsletters, social media page, banners, news releases, and business cards.

Policy Statements

Policy statements reflecting the official stand of the National Society in various subject areas are available at the NSDAR Public Relations and Media website.

Public Social Media & Websites

Social media and websites give chapters the opportunity to communicate informally with the public and promote chapter activities. Public sites are NOT for the purpose of communicating or discussing chapter or state business. You may contact the Volunteer Information Specialists (VIS) for help and approval.

Private Groups

Private sites are closed and are for viewing by DAR members only. They can be used to discuss DAR business, post notices, share newsletters, and communicate within the chapter. They do not need VIS approval, but follow VIS WRITING STYLE Guide for Webmasters (VIS-1002).

Chapter Awards

The list of contests and awards for this committee is available on the NSDAR website.