

PUBLIC RELATIONS PLAN OF WORK – 2026-2027



THE SERVICE ATTENDANT WELCOMES YOU ABOARD THE WISH EXPRESS – DEVOTED TO SHARING INFORMATION ABOUT OUR SPECIAL CHILDREN

Public Relations: the state of a relationship between the public and an organization.

As the Service Attendant on the Wish Express, I'm here to tell you about our services and answer your questions about your trip.

Just as the Service Attendant on the train, telling people about the train and its services, YOU are the Service Attendant for the 8 and 40 Organization, telling people about the organization and what it does.

To have a relationship with the public, the public has to know of our existence. Start with your circle of friends. Make sure they know of your work with the 8 and 40; invite them to a meeting as a guest. Utilize social media, announcing your meeting dates and activities.

Take advantage of local activities, like craft shows. Check on partnerships with local businesses.

The methods of getting information out into the public has no limits!

I encourage each Petit Salon and Departmental to prepare a Public Relations Book that documents their activities through the year. And PLEASE, send items to me to become part of the Le Chapeau National's Public Relations Book. Those items should be sent to me by July 15, 2027.

JUMP ON THE WISH EXPRESS

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