

A Message from your National Ad-Hoc Public Relations Committee regarding

"National Day of Community Service"

Dear Chapter Members,

The members of the Ad-Hoc Public Relations Committee have banded together to identify and execute a UNICO Publicity Plan geared toward a more unified public push to promote who we are and what we do nationally and at the local level.

As you all know at the core of our foundation is the desire to help others and give back to our communities while promoting our positive Italian heritage. UNICO National has deemed our National Day of Community Service to be April 22, 2017. The committee would like for each and every Chapter to participate and communicate your role in National Day of Community Service.

It is important for you to know that although UNICO National has selected a specific day, April 22, 2017. It does not mean that your Chapter has to perform their community service activity on that specific day. The intent is for members of your Chapter to collectively participate in at least one UNICO Chapter organized event anytime during the operating year and then, MOST IMPORTANT: publish it:

- place a notice in your local town paper
- submit a notice to your local town website or message board
- go to a town council meeting and let the Mayor and Council know about the event your planning and then go back and let them know how well it went
- take and publicize pictures from the event
- send what you plan to do to UNICO National Office attention: Ad-Hoc PR Committee so that we can collect all your good deeds and do a more National publication as well.

Community Service is not about raising and giving money, it is more than that. It is giving of your time from your heart to do good for others. If you need idea's here are just a few:

- organize a blood drive
- clean a local park
- contact your local school district to see if they are doing a National Read Day for Dr. Seuss week (usually in March) where some of your members can volunteer to go read to the young students
- contact and host a volunteer READ DAY at a local assisted living center
- offer to paint the senior center or assisted living home Rocking Chairs or common room
- host a garden planting with young children or elder's
- stock fish in a local pond and organize a "teach children to fish" day
- host a local canteen dinner dance for the local ARC (special need adults)

As a UNICO member it is your responsibility to help to participate or organize such a charitable event. If your President does not mention this important day and event at your next local meeting, you should be sure to bring it up under New Business!

Best of Luck in your Community Service Event,
National Ad-Hoc PR Chair
Marilyn C. Nasello