

November 11, 2014



Dear Chapter Leaders,

It is that time of year for some TOPS members to consider being a Publicity Volunteer for their community. In most communities, the volunteer would promote all the chapters in that community or county. In some of our larger communities, such as Kansas City, more than one volunteer would be appropriate.

The successful volunteer is one who loves TOPS and believes in the TOPS mission to bring weight loss and healthy living to those who are in need. Many publicity locations can be emailed. Some may require the volunteer to take to the location. It will be necessary for the volunteer to have a computer, printer and email.

The volunteer would serve for a year, although they would only focus on 10 weeks during this year. The first would be December/January and direct efforts for 5 weeks toward people who wish to get healthy after the holidays. The second would be in the Spring after the State Recognition Days for about 2 weeks. This is a great time to let the public know about our successful losers. The third would be in August/September when the volunteer could spend 3 weeks once the public is back from vacations.

The volunteer will receive a publicity packet from headquarters and in addition the volunteer's Area Captain and Coordinator can provide sample posters and a list of chapters for the area. In addition, the Area Captain can provide a list of locations that have been proven to be good locations in your area to place publicity information. Please interact with your Area Captain for any assistance and chapter recommendations for new members.

I plan on recognizing the top 3 volunteers in the coming year for their efforts. I will track new members by county/city that I receive from January 1, 2015 to December 31, 2015. Please mark "publicity" on the new member registration (L-003) form if the member joined due to seeing your publicity.

Please contact me if interested in being a volunteer for your area.
Thank you for providing this information to your members.

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