



# Introduction

## The Importance of Grange Public Relations

Since our founding in 1867, the National Grange has been widely recognized in countless communities across the United States. Though the organization is still quite active today, the country's communications media has greatly expanded. Many other special interests groups have risen up to compete for the public's attention. Because of this, the role of the Grange Publicity Chairperson has never been more important to the success of a Grange.

The increase in communications media has made way for more opportunities to share what your Grange has accomplished. Externally, this will help spread the word of our organization to prospective members. Internally, it will help build pride in membership that will build an even more successful Grange. In this case, publicity begins at home. Read on to learn ways to transform your Grange from the inside out to better market our organization to the media and to the world!

