

Guidelines for PR Correspondence Check

1. **Please refer to the JLR Writing Style Sheet** and the Communication Guidelines section (procedures “PROC” section of the report) in the Annual Report when preparing correspondence.
2. Call the Public Relations Committee Chair, [Britt Kobularcik](mailto:brittkobularcik@comcast.net), 610-777-4552, for review of drafts of written work. It may also be sent as attachments via email to: brittkobularcik@comcast.net.
3. Present a typed, final copy of the material to your committee chair prior to sending it to the PR Committee Chair.
4. After checking the material, the PR Committee Chair will contact you.
5. If there are many changes, they must be corrected and reviewed by the PR Committee Chair a second time.
6. When soliciting funds, writing thank you notes, or providing general information to the community, a PR Fact Sheet must accompany the material. When appropriate, please include *The Year in Review* newsletter.
7. A final copy of everything that is mailed to the community must be given to the PR Committee Chair for her files.
8. If someone is unable to contact the PR Committee Chair, the next contact is the Communications VP. As a last resort, contact the President-Elect.
9. All JLR community correspondence must be printed on JLR stationary.
10. All financial solicitations and related materials must include the following statement: ***Disclosure Statement: The official registration and financial information of The Junior League of Reading, PA, Inc. may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.***
11. Please follow business letter style, everything flush to the left.
12. Please include our mission statement in outside letters to community contacts. See the JLR Writing Style Sheet.