

Public Relations Television

Radio Press Releases Websites

Newsletters Journalists Media

Websites Photography

**National Grange**

**Public**

**Relations**

**Manual**

Releases Websites

Newsletters Journalists Media

Photography Communications

Editors Public Relations

Television Radio Press Releases



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# Table of Contents

Introduction .....	3
Public Relations 101 .....	4
Building Media Relationships .....	5
Developing the Right Story .....	6
How to Present Grange News to the Masses .....	7
Press Releases .....	8
Letters to the Editor .....	9
Photography .....	9
Working with the News Media .....	10
Make Your Events Media Friendly .....	11
Public Service Announcements .....	11
How to Handle Unfavorable Publicity .....	12
The Grange Brochure .....	13
The Grange Website .....	13
Tips to Increase Visibility .....	14
Little Things That Make Your Reputation .....	14
Member Communications .....	15
The Grange Newsletter .....	15
Training Your Members .....	16
Grange Fact Sheet .....	17
Sample Press Release .....	19
Items Available through the National Grange .....	20





# 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!



# Public Relations 101



Understanding how the media works, what makes news and how to make the news is valuable knowledge for any state or local community Grange. Favorable media exposure means recognition in the community, acknowledgement of Grange activities, services and accomplishments and a higher profile of your Grange among potential members.

Most people understand the importance—and competition—of media coverage, but understanding it and knowing how to use media coverage as a tool are two different things. So, how does your Grange get into the news? The key to media coverage can be simply explained as a two-step process: developing the right story and delivering it to the right media.

## Print

What makes the print media unique is its ability to provide in-depth commentary by publishing longer news articles. Basically, print publications provide the most important details of a story, where as radio and television only provide the snapshots or the fast facts of a story.

## Radio

Radio may not be a first choice when it comes to news coverage but when speed counts, radio, just like television, has the advantage of being able to produce and air a broadcast report minutes after news breaks. When radio is not covering breaking news, it gets most of its news stories from local, regional and national print publications. Another advantage of radio is that morning-drive and rush-hour shows often have large followings and loyal listeners.

## Television

Television's strength is its ability to blend pictures with storytelling to create a compelling and visual broadcast. It also can produce and air breaking news stories moments after it occurs, as well as extend across boundaries by covering news in other states and countries while bringing live broadcasts from those areas to its local viewers.



# Building Media Relationships

The first step in developing an effective PR program is to conduct a media survey. Consider what forms of media reach your desired audience and make a list. Newspapers, magazines, radio stations, television stations, and local websites are examples. Take that list and gather the names of their respective reporters, editors, and news directors to contact for story ideas. Most libraries have media directories that list every daily and weekly newspaper. Similar directories for various regions, states or provinces, and nations can be found on the World Wide Web. Collect addresses, phone and fax numbers, e-mail addresses, and useful information such as publication deadlines.

## Now what do I do?

Once you have all of your information, arrange to meet with the journalists and directors of local newspapers, radio, and television stations in your area. During your visit, ask how can you better serve the news professionals in your area. You are actually helping them do their jobs! Find out how they want news from your Grange given to them. Do they prefer telephone calls in advance of your meeting or event? Do they prefer mail, fax, or e-mail when being contacted? What are their deadlines?

*"How can I help make your job easier?"*

*"Do you prefer mail, fax, or e-mail to be contacted?"*



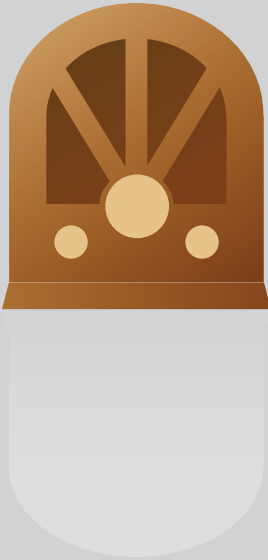
# Developing the Right Story

Ask yourself several questions to determine what is newsworthy in your chapter:

- What is the message your organization needs to get out to further its goals?
- What are you doing that no other organization is doing?
- What are your members doing? Consider their skills and backgrounds, as well as their recent accomplishments?
- What is considered a “hot” issue in the news that you or a member of your Grange can address? For example, how is your community affected by not having broad band Internet access or how is it affected by healthcare reform or a recent presidential election? If you can address local and state issues—and have someone with credibility, as well as the Master—comment on the issue, it will improve your chances for media coverage.
- Also determine whether your story is timely enough for the media to take an interest in it. Nothing beats breaking news. Such news stories often command front-page attention at newspapers and lead airtime at radio and television stations. Breaking news is immediate news about something that just happened and that matters to a defined audience. Ask yourself, will this story create a buzz in the community and will people in my community be interested in this story?

The news media is also interested in human interest, proximity, eminence and prominence, and cause and effect stories:

- **Human Interest** – People are interested in people. Those who read, listen and watch the news like to learn about others. Before sending the media a story, try to play up the personal elements of the story. By adding a personal element, you will make your story more interesting to viewers, readers and listeners.
- **Proximity** – Most media are first and foremost interested in stories with a local angle. Before contacting your major city newspaper or television station, send your story to your community’s local print publications and television stations. Continuously read and watch your local media outlets to understand the types of stories that they are covering and get to know your local reporters and anchors.
- **Eminence and Prominence** – Some people are newsworthy simply because of their position of power in the community. Your local or state Master is an example of this type of person. Also, what members in your Grange are doing extraordinary things? Tell their stories. You never know who will be interested.
- **Cause and Effect** – How has the actions and activities of your Grange affected the community? For example, has your Grange lobbied local government to build a community playground or solicited funds from local businesses to create college scholarships for high school students in your Grange area? If so, look for creative ways to tell the story.



# How to Present Grange News to the Masses

## Determining Which Media Outlet is Right to Tell Your Story

Once you have decided on a story, it is time to target specific media outlets. Here are some steps you should take to make sure your story is covered by the right media outlet:

- Match the message to the media – Go back and review the “Understanding the Types of Media” section of this guide and determine which media outlets would best tell your story. Which methods of coverage would be most effective for your story? Will newspapers coverage be enough? Would the story work better with the moving images of television? Here’s a helpful hint – always send your press releases to print media because television and radio stations sometime pick up stories from print publications and send out news crews to further investigate the story for broadcast.
- Sending a press release about the election of a new Grange officer to a print publication would be a better choice than sending it to radio and television stations.
- A press release about a community clean up effort or your Grange participating in a local March of Dimes fundraiser would have a better chance of being covered if sent to television stations because these events have images that can accompany the stories. Send announcements about craft shows, potluck dinners and other Grange social events to radio stations, as well as print publications.
- Pinpoint the geographic reach of your message – Is the story of state interest or local interest? A good local story would be a feature on the accomplishments of one of your members or on the community involvements of your Grange. A good state story would be how your Grange lobbied state government to improve roads and highways in your Grange area.
- Choose an appropriate section for your story and contact the appropriate reporter or producer – Would you send a story about a Grange football game to an arts and crafts publication? No. If your story is about a Grange health fair, send a press release to health reporters and health-segment producers. This is where reading, listening, and viewing your targeted media outlets come into play. Know what your targeted media outlet is covering and send your press release to the appropriate person.

When you’re ready to present Grange news, you’ll need to do several things.

- Send your news release in advance by e-mail, fax, mail
- Submit exciting photos. “Action” shots are most likely to be used. Pictures that are “caught in the moment” will have more success in being placed than dull line-ups, handshakes, and check or plaque passing.
- Follow up with the journalist to make sure he/she received your release and to gauge their interest in using the material, but do not pressure them to use the information. If they’re interested, they’ll contact you.
- Don’t get discouraged if your story does not always run. News of a higher priority could have filled all available space or airtime that day. Due to space limitations, it is common for only a small portion of your story to be used – that is why it is crucial to include the most important information in your story up-front, because the rest may be cut.



# Press Releases

A good press release will grab a reporter's or a radio/television producer's attention, while a bad one will get thrown into the trash. If your story is interesting, you will get the coverage you want. Here are some tips for writing an effective press release:

*See a sample press release on page 19.*

- **The Headline Sells the Story!**  
Editors faced with a desk full of press releases look for something to grab their attention, so sell your news via the headline. Be concise and exciting, not mundane and predictable. Determine the most important news in the release and convey it in a one-liner that sells.
- **Who, What, When, Where, Why, and How**  
These are the necessary elements of the release. Account for them at the beginning of the release. Editors appreciate seeing the critical information on top.
- **Give it Some Punch!**  
Now that you've got the readers' attention, reinforce the message with facts. Focus on how the news will have an impact on your community and its citizens. Also, add a quote from the appropriate representative of your club to your release. If your news involves a second organization or a beneficiary, a quote from the other organization adds balance. Quotes identify a contact for potential interviews and lend credibility to the story. But don't put too many. At least one quoted person is necessary, two are good and three is too many.
- **Keep it Short**  
Reporters and producers do not have time to read lengthy and detailed stories. One or two pages should be the maximum length for a press release.
- **Be Accurate**  
Even small errors will detract from your message and may hinder your organization's credibility. So, proofread carefully and check all facts and figures— numerous times. A good way to do this is to have several different people read the press release.
- **Finish Strong**  
Leave a lasting impression. A very effective close is to use a profound quote from one of your spokespeople to reinforce a "live" feel to the story. Or, prepare a "standard" paragraph that provides additional information about your club, its history and mission, and a contact person. This information often will be cut so make sure your second to last paragraph can also make a good closing.
- **Contact Information**  
Include the name and phone number of a contact person on the press release. This way a reporter or producer can reach you to ask questions. If your release is particularly important, include a home phone number too. Also include your Grange name and address, as well as the date. A brief explanation at the end of the press release about your Grange and its mission is also helpful and appropriate.



*Sending low resolution digital photos to the media is a **BIG** no-no!*



## Letters to the Editor

If you want to control the information that is printed about your Grange and its activities, consider writing a letter to the editor of your local newspaper. A letter to the editor eliminates the need for a reporter and lets you speak directly to the newspaper's readers.

Letters to the editor usually take one of two forms, either responding to something previously printed in the newspaper or thanking the community for its support at the conclusion of a project or fundraiser.

It is recommended that you include your full name, organization name, title, business and home addresses, telephone number, and e-mail address. This contact information will not be published, but many publications require it in order to verify that the writer lives or works within the paper's coverage area.

Make sure to scan the news and feature pages regularly. Often, you can respond to an article that is not specifically about the Grange by providing a "Grange" point of view.

## Photography

- Always check photography requirements before submitting photos.
- Pictures must always be sharp, well-composed, and large prints, 5" x 7" or 8" x 10."
- Digital photos don't require processing and can be e-mailed to the editor immediately.
- Before submitting a digital photo, make sure you find out the newspaper's preferred resolution (Usually 150 or 300 dots per inch) and graphic-file format (.tiff, .jpg, .bmp, etc.). 72 dpi images pulled off the web are not appropriate for print. They will print small and blurry.
- Don't assume that they will return your photographs. Some newspapers will return photos, if you ask, but this is extra work and isn't routine.

# Working With the News Media

## Reaching the Media via E-mail

E-mail has quickly become the preferred method for most media outlets to receive information. Here are a few rules of thumb to follow:

- Keep your e-mail brief and include a direct link to a Web site that offers additional information on the topic, if available. Make sure to include an alternative option for contacting you besides e-mail.
- When sending text, never use an attachment. Attachments increase the likelihood that your e-mail will be deleted without being read.
- If you are sending information to a large list of individuals, use blind copy distribution to avoid revealing your entire list to each addressee.

## Telephone Calls to Media

Remember, news people are busy and face deadlines. Be prepared to keep your conversation brief and to the point. Remember that, unlike written information, verbal communication cannot be referred to later. Telephone calls are best used only for simple, brief items or as a means to alert reporters to a story. If appropriate, you can also use your call to invite a reporter to cover the event.

## Following up with the Media

It is always helpful to follow-up with a media call about a week after sending out press releases. Be specific when calling. Ask if the reporter or producer received your press release and whether or not you could have two minutes of his or her time to explain the contents of it.

Do not forget to tailor your pitch to the specific media. If the reporter or producer says no, than no means no. Thanks him or her for their time and ask what stories they may be interested in covering in the future before moving on to the next call.

If you are the media contact, be available for the media. There is no use in putting your name on a press release if you are not willing or available to talk to reporters or producers. You **MUST** be AVAILABLE! If you are not available, reporters and producers will quickly move on to another organization's media contact that is available.



# Make Your Events Media Friendly

As public relations chairman, you are your Grange's media liaison. Whenever a reporter appears to cover an activity, you should place yourself at his or her disposal and assist in any way you can, answering questions, pointing out those who should also be interviewed, etc.

## Television and Radio Broadcast Considerations

The most important thing that you have to remember when talking about television is that it is visual. There has to be something interesting for the viewers to look at, otherwise, it might as well be printed in the newspaper.

- News Stations must schedule the use of a limited number of camera crews, so make sure to give advanced notice, otherwise it's not going to happen.
- Locations must be selected with accessibility, lighting, and grouping considerations in mind. If a speaker is involved, make sure that there is a Grange Logo predominantly displayed.
- Prepare your spokesperson for the event. They must consider possible questions so that they will have answers immediately.
- There is no time to gather your words. If a response isn't short and to the point, it will most likely not be used on air.
- Make sure the speaker's presentation is timely and of interest to the general public. If the speaker doesn't say something that has news value, the media won't want to use it. Get text of the speech in advance to give to the reporter so he/she can decide what part is appropriate to shoot.
- Both radio and television stations broadcast various types of public interest programs as well as news. Be aware of these programs and the kind of topics they like to cover. A report or interview on one of these programs will receive much more airtime than they would during a news broadcast.

*Signs with the Grange  
Logo on them can be  
purchased through the  
Grange Store for all of  
your Grange events!*

*Visit  
[www.GrangeStore.org](http://www.GrangeStore.org)*

## Public Service Announcements (PSAs)

### *Television & Radio*

Public Service Announcements, PSAs, are non-commercial advertisements typically on radio or television, ostensibly broadcast for the public good. The main concept is to modify public attitudes by raising awareness about specific issues. PSAs may be accepted for broadcast at no cost during time allotted for such messages or during unsold commercial time. Usually, a designated member of the station staff is responsible for PSA scheduling. Determine who this individual is and work with him or her to be considered for free airtime.

### *Print PSAs*

While newspapers can easily fill any available space with more news, free public service ads are hard to come by. A paid advertisement every once in a while will build goodwill and say "thank you" in the best possible way. In fact, a large annual thank you ad to the community is a great way to tell your club's story in your own words without the editorial middleman. Be sure to ask about reduced ad rates for nonprofit organizations.



# How to Handle Unfavorable Publicity

Bad publicity can be just around the corner for even the best-run, most successful small business. It takes only one disgruntled customer to go to a newspaper, one aggrieved employee to post something on the Internet or an unforeseen disaster to occur and suddenly your business's reputation is endangered.

The key to handling such a crisis effectively is to put plans in place before one actually happens. 'We deal with a whole range of problems and crises for our clients,' says Steve Osborne-Brown, managing director at public-relations consultancy Hallmark PR. 'Although they are all different, proper planning and good procedures reduce the negative effects every time.'

- Do not avoid reporters' questions or ask the media to suppress the story. The media will report the story because it is news.
- Assist reporters in getting all the facts so the story will be fair and balanced. Be sure of your information — never provide conjecture just because the media has a need for information.
- Do not speak before you have the facts or place blame elsewhere when you know you share blame in an incident. Put the public's interest first, be open and honest, and cooperate with the media.
- Make sure to assess what happened and improve your crisis communications plan in case something negative happens in the future.
- If the story involves a personal injury, there is only one aspect you should refuse to discuss — the question of whether your Grange was negligent or at fault.

If properly handled, an unfavorable incident can be turned into a public relations asset. If you provide the facts quickly and accurately, the press will appreciate your help, and these contacts can lead to a closer working relationship in the future. After a crisis, emphasizing positive stories such as improved practices and community involvement will help to restore your reputation in the longer term.

## A Positive Spin

When facing a reporter that asks you an undesirable question regarding declining membership, or the "graying" of the Grange, always put a positive spin. Example: You may have lost three members, but gained two very active members. If a reporter questions your low membership numbers, you can easily respond about the excitement over your new enthusiastic members and how they will be a benefit to your Grange that is working to grow. End the interview by returning to your original message.



## The Grange Brochure

An important tool to peak community interest in the Grange is by developing a brochure. An attractive brochure can stimulate membership growth and even generate contributions to your club. These brochures should be distributed by each member to people interested in learning about the Grange, displayed at local businesses, and passed out at community events.

A good club brochure can be printed on both sides of an 8 1/2" x 11" sheet of paper, then tri-folded. This provides six separate panels for copy. Suggested elements include:

- The National Grange logo and your local Grange's name
- Your Grange's Web site address and the National Grange Web address ([www.nationalgrange.org](http://www.nationalgrange.org))
- A Grange contact name with phone number and e-mail address
- The location of your Grange hall. If you do not have a hall, please include the address of your meeting location.
- A brief explanation of what the Grange is
- A history of your Grange as well as the National Grange.
- A list of your projects that your Grange does to serve the community.
- A list of the membership benefits
- Testimonials from influential members of your community and those who benefit from your service
- Colored photos of your club in action

## The Grange Website

In order to keep up with other organizations, it is important to have a Grange website. It sends a message "Hey! We are an organization that is relevant and in tune with the 21st Century!" Not having a website sends an even stronger message to prospective members: "We are an out-of-date organization that does not value technology." Take a look at those messages. Which one would you join?

There are many software programs on the market that can with website building, or you may be able to find a Grange Youth member who would be happy to help create and maintain a web site. Most hosting sites offer built-in Web Builder programs that are easy to use for do-it-yourselfers with little to no experience. You can find more information on the website at [www.NationalGrange.org](http://www.NationalGrange.org), under "Membership Benefits".

- Think of your website as an electronic brochure. Please see "Grange Brochure" for items to include.
- Make a commitment to keep the site current and to make it the most effective tool for your members and the public. A website with old news on it will only show the public that your Grange isn't active.
- Promote the site whenever, wherever possible on your Grange's letterhead, press releases, at events, and in your newsletter.

*National Grange  
Customizable Brochure  
Templates coming soon!*

*Can't design a website?  
No problem! Visit  
[www.NationalGrange.org](http://www.NationalGrange.org) and  
click on  
"Member Benefits".*



*Community Citizen Award packages are available through the Grange Store!*

*You can also find the "Pomona Award for Public Service" there!*



## Tips to Increase Visibility in the Community

- Always have large signs identifying your Grange on display wherever your Grange is working to serve the community or raise funds. It's also a good idea to keep Grange brochures or business cards on hand to give to anyone who is interested in learning more about the us.
- Adopt-a-highway programs include roadside signs that identify the participating organization. Keeping a section of road free from litter is a good service project, and it also provides a permanent, high-traffic display of the club's name in a service context.
- Be alert for opportunities in storefronts, lobbies, and shopping centers to present a display on the Grange and its services to rural communities. Please ask for permission first.
- Annual fairs and parades are great opportunities to be visible to the public.

## Little Things That Make Your Reputation

Upholding a positive reputation for your Grange should be a priority. While this is a responsibility you share with your members and leaders, there are steps you can take that will make your reputation shine.

- Extend genuine hospitality to every guests who attends a meeting or event.
- Write thank-you letters to speakers and all those who contribute time, effort, or money to Grange activities. Present a certificate of appreciation if appropriate.
- Extend invitations to editors, station managers, mayors, school superintendents, and other public officials to visit meetings and get acquainted with your members.
- Write letters of congratulations to newly elected leaders of other service, civic, church, and community groups in your area.
- Send letters of appreciation to local public officials who perform their duties in an outstanding manner.
- Extend support to worthy community efforts such as the Red Cross blood bank, Salvation Army shelter, etc.

*Members can purchase merchandise like t-shirts, umbrellas, hats, and bags, to display their Grange pride!*

*Visit the Grange Store!*



# Member Communications

All the publicity, the attention to “the little things,” and all the community projects in the world wouldn’t hold Granges together if members didn’t have fun doing what they do. As public relations chairman, you must help the master and the members to keep Grange enjoyable and keep your members informed. This, in a nutshell, is “internal public relations” and it involves keeping an eye on the following things:

- Seeing that members wear Grange merchandise to show their pride
- New members or guests are made to feel at home
- That the Granger who receives an honor is complimented on his or her achievement
- That the Granger who is ill is remembered with a card or visit
- That members that have not attended a few meetings receive a phone call so that they know they were missed.
- That meetings are so well-planned, so well-run, and so appealing to the members that attendance, membership, and enthusiasm constantly run high!

## The Grange Newsletter

As public relations chairman, you probably won’t edit your Grange newsletter. But you should do everything you can to ensure that the newsletter keeps your members informed and enthusiastic about the Grange. Offer suggestions for improving the bulletin or lend practical help if you think it’s necessary. If your Grange does not have a newsletter, please consider the follow reasons why it should:

- Awareness! if you believe that staying in touch with your customers is important...
- Retention! if your customers might buy your product or service again in the future...
- Communication! if you have a message to tell, or something to sell to prospects or your current customer base...
- You understand that top-of-mind awareness with your members is critical in today’s community.
- The Grange is a superior organization and you need to make your members and community aware of that.
- You periodically have events, programs and projects you would like to promote attendance and participation.
- You currently mail letters, fliers and/or brochures to your members and the community and would like to consolidate those into a more powerful, cost-effective newsletter format.
- A brochure or flyer just isn’t enough to tell your community Grange story.
- You need a cost-effective way to prospect for new members.
- You understand that providing useful, relevant information to members would help establish your Grange as an asset to the individual member and the community.
- Educating your members would make them more likely to participate, and you can introduce an event or community service.
- You could show members additional ways they can serve the Grange and how the Grange is able to serve them and the community.

# Training Your Members

## 30-Second Elevator Speech

Many know the concept of a 30-second elevator speech. If you are in an elevator or with a group of people, and someone asks you, "What is the Grange?" how would you answer? For a one-sentence reply, we recommend the following statement:

"The Grange is a family fraternal, community service organization with roots in agriculture. We develop personal leadership skills in our members and strengthen our communities through local involvement. Faith, family, patriotism, and activism are the foundation of our values. We are America's Family Fraternity!"

### The Value Of One Member

Ten little Grangers standing in a line. One disliked the Master, then there were nine.

Nine Ambitious Grangers offered to work late. One forgot her promise, and then there were eight.

Eight creative Grangers had ideas good as heaven. One lost enthusiasm, then there were seven

Seven loyal Grangers got into a fix. They quarreled over projects, then there were six.

Six Grangers still remained with spirit and drive. One moved away, then there were five.

Five steadfast Grangers wished that there were more. One became indifferent, then there were four.

Four cheerful Grangers who never disagree, 'til one complained of meetings, then there were three

Three eager Grangers, what do they do? One got discouraged, then there were two.

Two lonely Grangers, our rhyme is nearly done. One joined a pep team and then there was one.

One faithful Granger was feeling rather blue, met with a neighbor, and then there were two.

Two earnest Grangers each enrolled one more, doubling their number, then there were four.

Four determined Grangers, just couldn't wait, 'til each one won another, then there were eight.

Eight excited Grangers signed up sixteen more. In six more verses, there'll be a thousand twenty-four!!

Author Unknown



## National Grange Fact Sheet

### Overview

Founded in 1867, the Grange is one of America's oldest rural public interest organizations. It is a fraternal, family oriented, rural community service organization. Nationwide its members come together to: initiate non-partisan political action, support and participate in community service projects and provide volunteer leadership training and education.

### Membership

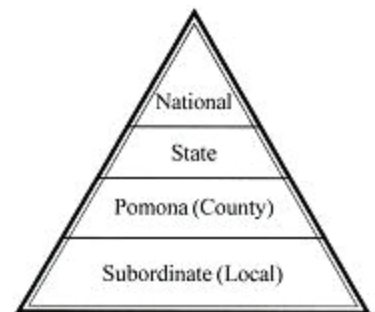
The Grange currently has 2,200 Community/Subordinate Granges with 200,000 members in 38 states and Washington, DC. Membership is open to all individuals age 14 and above. A Junior Grange offers programs for children aged 5-14.

### Organizational Structure

Because the Grange was founded as a grassroots organization, it has several levels from the local to the national. Many issues and programs including political and legislative matters are developed at the local levels. Issues are then defined and further developed as they move up to the national level. This allows the Grange and its members to speak to with one unified voice.

### The Grange Today

Today The Grange is one of America's foremost grassroots volunteer organizations. It has an active Legislative Department, which works on more than 1,000 various issues and policies for its members at any given time. Its members are actively volunteering in, and contributing to, more than 3,000 communities across the United States. From preserving America's natural resources and organizing community beautification days and blood banks, to establishing and participating in educational and recreational programs, the Grange continues to be an integral part of American society and culture.



## National Grange Headquarters - Washington, DC

In the early 1800s, Washington, D.C. began to emerge as the legislative, administrative and judicial center of the United States. With the construction of the White House, Supreme Court and Capitol buildings, many political and grassroots associations and organizations moved to the small patch of land nestled between Maryland and Virginia, hoping that their political voices would be louder and that the government would enact laws important to their mission.

That's why in 1873 Grange members began to express a strong interest in purchasing a building to serve as their national headquarters in Washington, D.C. In 1943, under the leadership of National Master Albert S. Goss, the Grange purchased an eight-story office building at the prestigious location of 744 Jackson Place, N.W. - located across from the White House and bordering Lafayette Park, also known as Executive Square. However, because of the building's proximity to the White House, the federal government asked the Grange to vacate its residence in 1956 to provide office space to White House staffers. Grangers across the United States were outraged by the government's request and flooded their congressmen's offices with thousands of letters asking them to save their beloved building. As a result, more than 100 bills were introduced into Congress to save the Grange building. Despite their efforts, the government refused to withdraw their demand but entered extensive negotiations with the Grange to assist them in finding another building.

On January 25, 1956, the federal government seized the Grange building through eminent domain. In exchange, the Grange received land on H Street, N.W. to build a new Grange building. The land was approximately 50 feet by 75 feet, twice the size of the previous property and was worth more than \$190,000. On January 8, 1959, ground was broken for the new Grange building. Architect E. Jerome O'Connor was chosen to design the building, and the Joseph Bahen Construction Company was given the contract to build. The estimated cost to erect the building was a little more than \$1.2 million until the federal government enacted new measures that would add to the overall cost of the building. On March 19, 1959, the Grange received word from the Chairman of the National Capitol Planning Commission that the federal government had changed their mind about building government buildings on Jackson Place. Instead, they decided to restore Jackson Place in historical fashion with 19th century house-like buildings. Because of the Grange's proximity to Jackson Place and the White House, they ordered that the Grange building be limestone to harmonize with the newly-proposed historic building designs. This request added more than \$84,000 to the Grange building project. The total cost of the final building was \$1,366,252.00.

The official dedication of the new Grange building was held on June 29, 1960. President Dwight D. Eisenhower and Secretary of Agriculture Ezra Taft Benson were the dedicating officers. The eleven-story building overlooks Lafayette Park, the Decatur House, the Old Executive Office Building, the New Executive Office Building and the White House. The National Grange occupies the 10th and 11th floors and leases the remaining floors. Many articles of memorabilia that are important to the history of the Grange can be found on those floors, such as William Saunders' personal collection of 125 volumes of rare books, 235 volumes of bound periodicals and more than 200 rare catalogues, pamphlets, serial publications, manuscripts, newspaper columns, personal diaries and awards. Mr. Saunders was one of the nation's premier experts on horticulture and landscape gardening in the 19th century. He was the first Superintendent of Propagating (later Experimental) Gardens at the U.S. Department of Agriculture, serving with distinction in that position for 38 years - from the creation of the Department in 1862 until his death in 1900. He was also one of the Seven Founders of the National Grange and served as the organization's first National Master from 1867 until 1873.

On March 25, 1977, the Grange held a mortgage burning ceremony to celebrate their beautifully-built, prestigiously-located and debt-free building. More than 200 Grangers were present at the ceremony. Today, the National Grange building is still located on H Street, N.W. and is the only privately-owned building in a federal block across from the White House.

Thirty three years later, on June 26, 2010, the National Grange celebrated a historic moment in its 143 year history — the 50th anniversary of its landmark building in Washington, DC. The re-dedication ceremony was modeled after the original dedication 50 years ago. State Masters and National Officers from 24 Grange states as well as 500 grassroots Grange members, were there to celebrate the occasion.



# Sample Press Release

[Print onto Your Grange Letterhead]

FOR IMMEDIATE RELEASE  
[Insert Date]

Contact: [Insert Contact Person's Full Name]  
[Insert Phone Number]

[Insert Grange Name] will Present Third Graders at  
[Insert School Name] with Free Dictionaries

[Insert City and State], [Insert Date] –The Grange is proud to support The Dictionary Project through its Word for Thirds program. Through the tireless efforts of the Grange's network of more than 300,000 volunteers, America's oldest rural and agriculture organization has presented third grade students across the nation with more than 100,000 dictionaries.

And, that number will continue to rise when the [insert Grange name] presents third grade students at [insert school name] with dictionaries on [insert date] at [insert time].

A dictionary is one of the most powerful reference tools young children will be introduced to during their schooling years. Its usefulness goes beyond just providing correct spellings, pronunciations, and definitions. It is also a companion for solving problems that arise as children develop their reading, writing, and creative thinking abilities.

"It is amazing to see the smile on a child's face when we present them with dictionaries," [insert Grange President's name], [insert Grange name] President, said. "It gives them a sense of pride when they have a dictionary to look up words on their own. It promotes learning and helps mold their self-confidence and independence."

The Grange, headquartered in Washington, D.C., partnered with The Dictionary Project, a 501(c) (3) nonprofit organization, in \_\_\_\_\_. The goal of the program is to assist third grade students to complete the school year as good writers, active readers and creative thinkers by providing them with their own personal dictionaries. The dictionaries are a gift to each student to use at school and at home for years to come. The organization has presented more than 1.8 million children with dictionaries.

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We are inviting you to help us put a smile on the faces of children at [insert school name]. For more information, please contact [insert contact person's name] at [insert phone number]. To learn more about the Grange's Words for Thirds program, please visit [www.nationalgrange.org](http://www.nationalgrange.org) or call 1-888-4-GRANGE.



# Items Available through the National Grange

## Communications..... ext.102

- Customizable Grange Brochures
- Sample Press Releases
- National Grange Graphic Standards Manual
- National Grange Logo CD

## Programs..... ext.109

- Oliver H. Kelley Farm DVD
- Methamphetamine: A Menace to Rural America
- National Grange Building — 50 Years of Service
- Dogs for the Deaf

## Sales..... ext. 109

- Grange® Apparel
- Grange® Supplies
- Grange® Jewelry
- Grange® Promotional Items
- Grange® Gavels
- Grange® Awards
- Grange® Patches
- Grange® Signs
- Junior Grange® Merchandise
- Grange® Youth Merchandise

*Please call  
1-888-4-GRANGE  
for assistance!*

