



USPS®
**Marketing and
 Public Relations**
 COMMITTEE

COOPERATIVE ADVERTISING
District Planning

Each District should notify N/PR/COM of its intention to participate in the Cooperative Advertising Program using form NPR102D, the District Planning Sheet. You can also use it to assist you in planning your program for both district and squadron participation.

Preparation of this plan is important. It should include a description of planned work and the estimated cost. It allows both you and N/PR/Com to review plans and identify possible reimbursement problems BEFORE they occur. A PR workshop at a district meeting is an ideal setting to share ideas and get them on paper.

To develop this plan, the D/PRO should:

- Make information about the Cooperative Advertising Program available to squadrons.

- Assist squadrons in identifying needs, setting goals and planning PR activities

Make a copy of the completed form and Mail it to: P/D/C Denise C. Samu, AP
 National Advertising Cooperative Advertising Coordinator
 35239 Erie Drive, Brownstown, MI 48173
 Phone: H: 734.379.3825 B: 586.665.7611
 Email: denise.samu@comcast.net

YEAR _____ DATE _____ DATE RECEIVED - NPR-Com _____
 ✓ CHECK ONE OF THESE OPTIONS

YES District _____ will participate in the Cooperative Advertising Program. Funds will be allocated to participating squadrons, on a per capita basis if necessary, in the programs listed below

YES District _____ will participate in the Cooperative Advertising Program. Funds will be used by the District to benefit ALL SQUADRONS in the programs described below. Remaining funds will be used by participating Squadrons, on a per capita basis if necessary.

NO District _____ will not participate

 DISTRICT PRO

 PRO MAILING ADDRESS

 CITY STATE ZIP

 HOME PHONE BUSINESS PHONE FAX

 DISTRICT COMMANDER

DESCRIPTION OF ACTIVITY - You may use this section to describe the planned public relations activities that will be eligible for reimbursement. Include a description of materials to be produced such as flyers, billboards and advertising. Check for district activity and list squadron. Use additional sheets if necessary.

✓ DISTRICT	SQUADRON	DESCRIPTION OF ACTIVITIES MATERIALS	COST

D/PRO: Retain a file copy of this form and documentation
 Funded in part by the USPS Educational Fund USPS® 06

TOTAL ESTIMATED COST \$ _____

NPR 102D