

Give. Grow. Get.

Thinking about joining a vibrant community of public relations practitioners? Count on PRSA to provide you opportunities to get more, grow more and give more. PRSA members represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations. Below are reasons we hope will aid your company's decision makers to include a PRSA membership as part of your professional development.

Give.

Give Back to the Profession and Make a Difference

Gain exposure and have your voice heard through volunteering. Share your expertise and expand your network while leading your peers. PRSA has volunteer opportunities at both the local and the national level.

Find a Mentor

Need advice from a seasoned professional? This year we are developing a mentoring program to provide guidance from accredited professionals with a multitude of experience.

Become a Local Sponsor

GKC-PRSA is proud to showcase our corporate partners who are major contributors to the value and success of our profession and our Society. We are continually seeking ongoing sponsors as well as one-time sponsors for professional development events and the annual PRISM Awards.

Grow.

The Latest in PRSA Intelligence

PRSA provides unparalleled resources for public relations professionals at any stage of their career. The GKC-PRSA Chapter Web site and blog provide local opportunities for growth and advancement as well as growth resources. PRSA's national resource-rich Web site offers you a comprehensive online guide to the organization, programs and products of the Society. With multiple channels, blogs and resources to deliver news, professional development and commentary, PRSA has what you need to successfully and ethically practice public relations today.

Find Your Fit

With your PRSA membership, you can join a host of membership communities related to your specific industry, practice, identity, geography or level of experience. By participating in a PRSA community, you have opportunities to share best practices and successes in your industry, and connect with PR professionals who do what you do and become a volunteer leader.

On the local level with GKC-PRSA we also have special interest groups to help you find your own community niche for professionals new to the industry or just beginning their careers, solo practitioners and freelancers, and senior professionals. In addition, our monthly professional development sessions are open to all levels of the profession and offer an instant community to help get or stay connected.

Enhance Your Network

Find a public relations agency or independent practitioner in your area or in a desired specialization, connect with other members in PRSA's community and explore our membership groups tailored to your specialization, geography and experience level.

Professional Advancement

PRSA's monthly professional development events including speaker luncheons, teleseminars and e-learning are all available to help you become a more well-rounded professional. Nationally, PRSA offers conferences and events spanning a wide spectrum of topics. These events are available at a discounted rate for members and seek to provide you with a value that can be passed on to your clients, direct reports, or used to maximize your day-to-day activities.

On-Demand Learning

Using your account on PRSA.org, you can find public relations and communications training courses you need in areas like Accreditation in PR, Communications Planning & Measurement, Conference, Management & Leadership, Networking, Relationship & Reputation, and Social Media & Emerging Trends.

Get.

Printed Resources

The Public Relations Strategist is the only magazine dedicated to executive-level public relations professionals. *The Public Relations Journal*, published quarterly, is an open-access, peer-reviewed electronic research journal facilitating the transfer of knowledge from the educational community to the professional community. *Public Relations Tactics* will keep you current on the best practices regarding everything from employee communications and public relations measurement to media relations training and social media.

Be recognized for your work

PRSA awards recognize outstanding public relations campaigns, programs and tactics, and the dedication and contributions of public relations and communications professionals like you. Your skills can be celebrated locally through the Kansas City PRISM Awards, which recognize the best in public relations campaigns and tactics in the greater Kansas City area as well as nationally through the Silver and Bronze Anvil Awards commonly referred to as “the Oscars of the public relations profession.”

Exclusive member rates and members-only offers

Your membership allows you exclusive access to the entire database of PRSA members, plus members-only services and products. You are eligible for special rates on office supplies, air freight and items from the PRSA Store. In addition, you may apply for a PRSA member credit card, business and general liability insurance. (Mention we are developing a similar program through the GKC-PRSA Chapter that would offer special discounts from local vendors, event venues, restaurants, and more).

Ultimately, it's up to you. Take advantage of the effective, challenging and rewarding avenues for leadership that are open to all, ranging from local hands-on involvement to national visibility.

Be a leader through PRSA and help advance the profession.

