



## PRAU Membership

Dear PRAU Member,

**ARE YOU PAYING YOUR PRAU MEMBERSHIP AND SUPPORTING THE PROGRESSION OF THE PUBLIC RELATIONS PROFESSION IN UGANDA? IF NOT,**

### **HERE'S WHY YOU SHOULD (BENEFITS);**

- **Legal status;** PRAU aims to promote the development of public relations through statutory recognition and accreditation. PROs/communicators will be able to receive certification from PRAU of their professional experience and expertise in the field of PR.
- **Project implementation;** PRAU will be economically empowered to implement the planned annual initiatives for the benefit of all members as the activities are designed to empower, up-skill, educate and professionalize PRAU members.
- **Advocacy and lobbying;** PRAU will actively foster public relations practice in all organizations through public awareness and sensitization using its members to act as opinion leaders thereby building the reputation and profiles of its members.
- **Professional development;** PRAU will be in position to organise trainings, lectures, discussions, conferences, meetings, tours, and seminars for practitioners and organizations to enable them learn and share experiences and knowledge in the field.
- **Consultancy & Benchmarking;** PRAU will be in a better position to provide consultancy and advice to members on public relations practice by strengthening the Secretariat and its operations to offer meaningful solutions to member institutions.
- **Center of Excellence;** PRAU will be able to act as a clearing house by giving professional endorsement/references to its members which will strengthen their credentials and favourably position them for hiring purposes. Also ensure that members adhere to a high code of conduct that governs the profession.
- **Learning and Development;** PRAU will be able to institute programs to empower Mass comm. Students in universities to improve the profession's ethics and the caliber of young professionals.

### **HERE'S HOW YOU CAN BECOME A MEMBER;**

- **BY BECOMING A PRAU MEMBER**

Fill out a PRAU membership application form and send it to the PRAU, Pay subscription fee and submit two colored passport size photographs.

- **BY PAYING YOUR ANNUAL PRAU MEMBERSHIP SUBSCRIPTION**

Please issue a cheque in favour of "Public Relations Association of Uganda" or remit funds into our accounts Public Relations Association of Uganda, Account No: 9030005900769, Stanbic Bank City Branch. Payments can also be collected at your place of work on notification.

LET'S BUILD PRAU, ONE PASSIONATE PR PROFESSIONAL AT A TIME.... BY PAYING OUR MEMBERSHIP DUES AS INDICATED BELOW;

<b>Membership Category</b>	<b>Membership Fees (Initial)</b>	<b>Annual Subscription</b>
Corporate Membership	1,200,000	1,000,000
Life Membership	1,000,000	0
Ordinary Membership	250,000	150,000
PR & Small to Medium Firms	700,000	600,000
Student Membership	50,000	30,000

**THINK PRAU, FOCUS PRAU, SUPPORT PRAU!**

**YOUR ASSOCIATION NEEDS YOU!**