



April 10th, 2017,

**Ms. Mutonyi Patience,
Uganda Christian University,
Mukono.**

Dear Madam,

INTRODUCING THE PUBLIC RELATIONS ASSOCIATION OF UGANDA (PRAU)

The Public Relations Association of Uganda (PRAU) is the umbrella body of all Public Relations (PR) professionals, consultants and practitioners working in Private, Public and Corporate Institutions and Organisations in Uganda. The Association, founded in 1976, is a non-political and non-sectarian organisation with a Constitution and a well-established code of practice guided within the laws of Uganda.

PRAU has grown slowly and steadily into a professional body that is now being celebrated in Uganda and East Africa. On the international scene, PRAU is affiliated to the East African Public Relations Association (EAPRA), Africa Public Relations Association (APRA) and the International Public Relations Association (IPRA). In 2007, PRAU joined the Private Sector Foundation of Uganda (PSFU) as an Associate Member.

PRAU is a fully constituted professional body with a membership representing practitioners from different industries. The Patron of the Association is always the current Minister of Information Technology & Communication. The Association embraces local and foreign practitioners and participates in local, regional and international forums to enable its members, develop capacity and attain a competitive edge in the business world. The association's major mandate is to develop the Public Relations (PR) Profession and Practice through various initiatives.

Becoming a member of PRAU guarantees one the following benefits amongst many others;

1. **Corporate certificate:** Upon subscription of annual membership, the corporate organization will attain a corporate certificate in recognition of its commitment to renew membership.
2. **Professional development:** PRAU organizes trainings, lectures, conferences meetings and tours for practitioners and organizations' to enable them learn and share experiences and knowledge in the field.
3. **Advocacy & Lobbying:** PRAU 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.
4. **Center of Excellence:** PRAU acts as a clearing house by giving professional endorsement and/or references to its members which will strengthen their credentials and favorably position them for hiring purposes. Also ensure that members adhere to a high code of conduct that governs the Association.
5. **Legal status:** PRAU aims at promoting 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.

This letter is therefore to introduce the Association to you as a practitioner, communicator and consultant in the PR sector. We invite you to sign up for membership for yourself and your organization and enjoy the benefits and networks of being a distinguished member of PRAU. Below, please find a breakdown of the membership categories and pertaining fees;

Membership Category	Membership Fees (New Members) UGX	Annual Subscriptions UGX
Life	1,000,000	0
Honorary	0	0
Corporate	1,200,000	1,000,000
Ordinary/Individual	250,000	150,000
Students	50,000	50,000
Small & Medium Enterprises	700,000	600,000

Payment for membership can be made by issuing a cheque in favor of "Public Relations Association of Uganda" or remit funds to the account; Public Relations Association of Uganda, Account No **9030005900769** at **Stanbic Bank Metro Branch**.

Please feel free to contact the Ass. Administrator Brenda Nampijja, on 0705472122 or email the Secretariat at prauganda@yahoo.com for more information.

We look forward to having you as a member in the Association.

Yours Sincerely,

Sheila E. Kangwagye
Secretary General

ADDITIONAL BENEFITS OF BEING A PRAU MEMBER

A) ORDINARY/ INDIVIDUAL MEMBERS

1. Interaction with fellow professional peers in the field of Public Relations.
2. Free consultation on issues in Public Relations (i.e. Trends in PR).
3. Getting real time information concerning what is trending in the arena of PR
4. Knowledge sharing sessions on the WhatsApp platforms. (i.e. E-Learning).
5. Free fitness run and drills every last Thursday of each month at the PRAU secretariat also known as the PRAU Health Run.
6. Members receive membership cards which are an added advantage during recruitments (Job Recruitments).
7. Members are given recommendation letters for being excellent PR practitioners.
8. Easy access to key industry players in the country on the WhatsApp platforms.
9. Enjoy subsidized entry fees to PRAU members during PRAU events.
10. Receive job adverts and alerts in line with PR profession.

B) STUDENTS

1. Get membership cards as members of PRAU.
2. Enjoy unlimited internship placements to PRAU member companies and organizations through PRAU.
3. Attain training in PR based topics facilitated by top PR professions within and outside the country.
4. Enjoy attachment to mentors from PRAU to guide them through their careers.
5. Excelling students are always given recommendations from the Association.
6. Student members are always prioritized during job recruitments in the PRAU corporate members.

C) CORPORATE MEMBERS

1. Get membership certificates.
2. Enjoy discounts to PRAU activities.
3. Each member of staff in their PR/Communications Department gets a membership ID.
4. Receive recommendation from PRAU for bidding documents and expressions of interests.
5. Attain publicity on PRAU platforms, i.e. PRAU website, Facebook page, WhatsApp groups, PRAU Excellence Awards Magazine and PRAU publications.

(D) SMALL & MEDIUM COMPANIES

1. Get membership certificates.
2. Enjoy discounts on PRAU activities and events.
3. Receive recommendation from PRAU for bidding documents and expressions of interest.

4. Attain Publicity on PRAU platforms, i.e. PRAU website, Facebook page, WhatsApp groups, PRAU Excellence Awards Magazine and PRAU publications.