

## COMMUNUCATONS DEPARTMENT – NARRATIVE 2025 WOMAN’S CLUB OF LACEY, INC.

**Banner: Club Banner Created/Displayed** – this year the Woman’s Club of Lacey had to create and purchase a new banner. Our banner is displayed at civic events. Additionally, a patriotic banner was purchased specifically for the Lacey Township Memorial Day parade.

**Community Visibility/Promotion: Parades, Community Events, Displays, etc.** – The Woman’s Club of Lacey participated in Lacey Day, which is a celebration of community hosted by the Lacey Recreation Department providing music and games as well as participation of the township committee, non-profit organizations and local businesses. This is the 10th year participating in the annual Lacey Day. Club members man a table displaying the Club banner, meet the public, and distribute information about the Woman’s Club. We were proudly among the 500 participants.

**Convention Program Ad Purchased** – The Woman’s Club of Lacey purchases a half page ad each year at Convention.

**Facebook: Maintain Club Facebook page** – The Woman’s Club of Lacey created and maintains a Facebook page not only for the Club but also for Wreaths Across America, one of our Civic Engagement & Outreach programs. The pages are updated at a minimum of 4 times a month sharing photos, Club news, event announcements, etc.. Many of our members are followers on both sites and have shared information with their friends. In addition, Facebook posts are submitted to the Lacey Township Chatter, a community page with over 45,000 members giving the Club exposure throughout the community. This year we introduced and started using Instagram. <https://www.facebook.com/womanscluboflacey>

**Facebook: Send Photos/News to NJSFWC FB Page** – The Woman’s Club of Lacey sends photos at least once a month or as needed to NJSFWC FB page as well as GFWC FB page. We are proud to show others the great work our Club does for the community.

**Create/Maintain shared real-time information with members (Group texting, WhatsApp, etc.)** – The Woman’s Club of Lacey maintains its own Gmail account. [womansclufolacet@gmail.com](mailto:womansclufolacet@gmail.com) The account is managed and maintained by the Communications Chair. Emails are sent out to 88 of our 99 members. Newsletters are also sent out via email as well as other announcements.

**Newsletter: Club Newsletter Sent to Members / Prospective Members** – Board and committee members forward their monthly message concerning ongoing activities, fundraisers, goals, etc. which are then entered into the Club’s monthly newsletter and circulated to all members for their information and involvement. The Newsletter is shared on our website as well as sent in an email to all members once a month. Copies are available at general meetings for members who do not use email.

**Network/Partner with Other Community or Civic Organizations** – The Woman’s Club of Lacey networks with local organizations such as Vetworks, Girl Scout Troop 483, Lacey

Recreation Department, Pheasant Run Homeowners Association, Popcorn Park Zoo, Lacey United Methodist Church, Your Grandmother's Cupboard, Lions Bank, Crystal Lakes Nursing and Rehab facility, First Responders, EMS, Fire and Police Departments, Lacey Food Pantry and all schools in Lacey Township.

**Press Releases Sent to Print Media/Online Outlets/Community and Online Bulletin Boards, etc.-** The Woman's Club of Lacey advertises in the local Sandpaper news organization as well as radio WJRZ and WOBN, Lacey Patch, the Lacey Township Chatter Facebook page, and the Lacey Township electronic bulletin board.

**Profiles: Distribute/Create Club, NJSFWC, GFWC Profiles** – the Woman's Club of Lacey has an Executive Board bio page with photos on their website page. Our Roving Reporter interviews a member each month and shares with members in our Newsletter.

**Website: Create and/or Maintain a Club Website, Webpage or Blog** - Website: [www.womanscluboflacey.org](http://www.womanscluboflacey.org). Our website was designed and is maintained to keep Club members, friends and other outside organizations and individuals informed of all activities, shared photos, and events. Our Google calendar is updated regularly and automatically updates on the website.

**Photography:** We are very lucky to have an amateur photographer as one of our members. She attends meetings, social events and anywhere she is needed. Her photos are then shared with the Communications Chair who uses them on press releases, website, Instagram, Facebook pages and sent to NJSFWC and GFWC for posting.