

2024-2026 GFWC Communications and Public Relations Committee



LET'S CONNECT

Newsletter
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2024-2026 COMMUNICATIONS AND PUBLIC RELATIONS COMMITTEE

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Visit the GFWC Member Portal
for the following information:

**2024-2026
COMMUNICATIONS AND
PUBLIC RELATIONS
Club Manual**

**COMMUNICATIONS AND
PUBLIC RELATIONS
TOOLKIT**

**Contest Information:
GFWC Newsletter Contest
GFWC Website Contest**

www.GFWC.org

Change is in the air as the weather goes from the hot days of summer to the cool crisp days of Fall. Speaking of change, has your club added the GFWC Rebranded Emblem to your social media platforms and other advertising? GFWC has made it extremely easy for each club to download and utilize the GFWC Emblem. It also has a new cool crisp look! Here are the directions to find and download the GFWC Rebranded Emblem.

- Go to www.gfwc.org and log in to the member portal. If you are not a member yet, it is very easy to set up your personal login. It does require approval from GFWC headquarters so allow a few days for approval.
- Once you are logged into the portal, go to the Digital Library. Search for emblem and you will see numerous versions. There is a horizontal version; vertical version; color version; black & white version; black only version; and a white only version. There are options for every project.
- Download the GFWC Emblem Use and Corporate Colors brochure. This is extremely helpful for your printer giving them all the information they need to print correctly. This brochure also gives you direction on which emblem to use on different colors.

How do we make our work, our story, and our message synonymous with our Rebranded Emblem

- USE the GFWC National Rebranded Emblem on Everything!
- Reference GFWC and General Federation of Women's Clubs when speaking and in all types of print (including apparel, social media, flyers, newspapers, name tags, and business cards).
- WEAR your branded apparel and name tags at all events.
- The Image should be Clear and Consistent in presentations.
- Use # (hashtags) in all social media posts (list is in the GFWC Style Guide and in this newsletter).
- Always have Business Cards with you.
- Educate your membership on the use of the Rebranded Emblem, the resources available, and the positive results of a powerful Emblem.

If you have questions or need assistance with the GFWC emblem, please contact your region representative. You may also contact Stacy Mayuga at GFWC Headquarters for questions on the use of the GFWC Emblem.

GFWC Boilerplate from the GFWC Style Guide: *The General Federation of Women's Clubs is a unifying force, bringing together local women's clubs, with members dedicated to strengthening their communities and enhancing the lives of others through volunteer service. With more than 60,000 members in affiliated clubs in every state and more than 20 countries, GFWC members are community leaders who work locally to create global change by advocating for women, children, and families on issues such as domestic violence and sexual assault, food insecurity/hunger, and promoting healthy lifestyles. GFWC also supports the arts, works to preserve natural resources, advances education, encourages civic involvement, and works toward world peace and understanding. For more information, please visit www.GFWC.org or call 1-800-443-GFWC (4392).*

QR Codes

During the Fall 2024 Region meetings, a QR code was used to quickly access the GFWC Style Guide for an activity in the Communications and Public Relations presentation. The QR code was not meant to be a permanent link to the GFWC Style Guide, but only as a tool for the region meeting presentation. Since the GFWC Style Guide is updated periodically, you should always access the latest version on the GFWC member portal. You can search for the GFWC Style Guide and download it onto your computer for easy reference. However, be sure to access the version on the GFWC website for any updates.

QR codes are a valuable tool for club women in marketing and public relations. QR codes are everywhere. You see them on television, on the internet, marketing materials at the grocery store, at events, and many more places. What is QR code? It is an abbreviation for Quick Response code. These codes are two-dimensional codes that you can scan with a smartphone. The code contains information, usually a site address, and once you scan it, the code connects you with a resource on the web. They are a great way to direct individuals to a website, database, or document.

Did you know:

- Once a Static QR Code is created, it remains active indefinitely. This QR Code type directly encodes the data you enter, which is why it's not possible to edit the content of Static QR Codes once they are created. An example is if you entered the incorrect web address, the website no longer exists, or the document has updates, the QR code cannot be updated to point to the correct source. A new QR code will have to be created. Therefore, while there is no expiration date, it doesn't mean the data inside the code is good forever.
- Once you have a QR code that links to a website or document, you can print it and place it on various materials, like social media posts, flyers, signage, and more. QR codes are nothing more than data embedded into an image (the QR code). Consider using them on your club's website, social media platforms, and event advertising. It is a quick and efficient way to direct individuals to specific information on a fundraiser or community event.
- There are many QR code generators available as software or as online tools that are either free or require a paid subscription. Google Chrome is an excellent tool to create QR code. Simply go to a website or document within Chrome, click on the 3 dots in the top right-hand corner, go to Cast Save Share, select Create a QR code, and copy or download it. Other easy-to-use programs are Canva or Adobe.
- If you need assistance, YouTube videos are a major source of information.



You are invited to attend the GFWC Holiday Open House at GFWC Headquarters in Washington, DC for a day of festivity.

Please RSVP at memberportal.gfwc.org/events and select ONE time slot in which you would like to attend.

If you are planning to bring a group, please contact GFWC Events Manager Nishu Raina at NRaina@gfwc.org

Leadership

Communications & PR

Advocates for Children

Education & Libraries

LEGISLATION & PUBLIC POLICY

Signature Program



CIVIC ENGAGEMENT & OUTREACH

Membership

HEALTH & WELLNESS

FUNDRAISING & DEVELOPMENT

WEHRC

ARTS & CULTURE

ENVIRONMENT

Have you signed up to be a member of the **GFWC Advancement and Programs Forum** on Facebook? This private Facebook page is a great opportunity to get updates from the GFWC Leadership, Membership, and Communication and Public Relations Chairmen.

Once a month, look for these exciting days:

Membership/Motivational Monday

Teach It Tuesday with a Live Broadcast

Wellness/Wisdom/Wacky Wednesday

Thumbs Up Thursday

Friendship Friday

Special dates for the month will be posted at the beginning of each month with project ideas. Our goal with each post is to share information and ideas for Your Club!!

It is easy to join. Answer a few questions about your GFWC affiliation and an admin will approve you for the group. Members can invite other members to join. Help us reach our goal of at least 3,000 members.

Facebook/Instagram Hashtags

- #GFWC
- #GFWC_HQ
- #WEAREGFWC
- #UNITYINDIVERSITY
- #LIVINGTHEVOLUNTEERSPIRIT
- #IAMGFWC
- #GFWCADVOCACY

DID YOU KNOW?

Hashtags are a great way to categorize social media posts, so they show more easily in searches. Clicking on a hash-tagged word in a message shows you other related posts. You can create your own club posts by adding a # in front of a group of letters or words. There is an addition to the GFWC list - #GFWCADVOCACY. Let's Hashtag our Posts!

Project Idea:

There are some important upcoming dates/holidays to post on your social media. Include the GFWC Rebranded Emblem with these posts.

- Election Day – Encourage everyone to utilize their right to vote.
- Veteran's Day – Let's honor our veterans and Gold Star families.
- Time Change Reminder from daylight savings time to standard time
- Domestic Violence Awareness Month
- Thanksgiving and other Holidays
- November 2 is National Book Lover's Day. Many clubs host a book club. Wonderful way to invite members of your community to join your club.
- November has National Recycles Day – Great way to promote conservation in your community.
- November is National Diabetes Awareness Month – Post the warning signs of Diabetes for Type 1 and Type 2.
- December 7 is Pearl Harbor Day – Post a remembrance.
- December is Safe Toys Month – Promote toy safety with links to websites.
- December Holidays



Communications and Public Relations Committee 2024-2026.

Pictured from left to right: Back Row – Brooke Huddleston, Becky Bolden, Jeanette T. Wells, and Nancy Kaufman
Front Row – Jeanne O'Sullivan, Janine Eilert, Rita Hollada, and Jennifer Jobe.