

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

SPRING is in the air! I love the beautiful blooms on the trees and the flowers budding out of the winter ground. We start our Spring cleaning and generally feel happy. Has your club made plans to Communicate the GFWC message this Spring? Many clubs and states use a Newsletter to Communicate with their members. This is very effective as it lets members know what has been happening as well as upcoming events. Here are some items that we recommend when writing your club or state newsletter:

- A creative name for your newsletter and use colors on the first page.
- The rebranded GFWC Emblem should be at the top of the first page. These can be found in the digital library at www.gfwc.org.
- Include the month and year of publication.
- A greeting from your club or state president.
- Calendar of upcoming events and holidays
- Birthdays and special events (this makes it personal for the members)
- Articles should be a reasonable length and the font easy to read.
- Use colors and graphics but be sure they coordinate on the page.
- Use pictures of events – everyone loves to see pictures.
- Ask yourself if the article is helpful before including it.
- Include GFWC affiliate information and updates. Add links to their sites.
- Include updates from GFWC Headquarters and upcoming events such as annual Convention and International Day of Service. Add links to www.gfwc.org
- Refer to the *GFWC Style Guide* for reference on when to capitalize, italicize, hashtags, and how to reference GFWC.
- Include important legislative information with a link to the Legislative Action Center.
- Proof your work and have someone else proof it.
- Keep it to a reasonable length.

In summary, convey knowledge, generate enthusiasm, and promote program development and reporting.

If you need assistance, please contact your region representative. We are always happy to help.

Leslie Capps, GFWC Honorary Communications and Public Relations Chairman

Leslie Capps is our GFWC Honorary Communications and Public Relations Chairman. She is the Founder of Wild Woman Marketing, and an international bestselling author. As a strategic storypreneur, she helps women harness the power of storytelling to create meaningful connections, amplify their impact, and drive community change. She understands volunteerism and nonprofit leadership. She has great information on helping GFWC members share their unique stories in ways that inspire action and build stronger communities. She loves the Wyoming outdoors, animals, adventures, traveling, and gardening in addition to making a positive impact wherever she goes. I encourage you to follow her on LinkedIn and Facebook as she shares her story.



Leslie was our guest recently in the GFWC Learning Gateway Series: Using your GFWC Volunteer Stories to Secure the Organization's Brand and Build Membership. She shared the importance of you telling YOUR story to reach others with the GFWC message. She became associated with GFWC through Karen Bard from Wyoming, sharing her story. We have heard about "Remember Your Why" and the importance of Why you joined GFWC. Leslie shared that stories showcase our Heart. It's not just about what we do, but also, it's about why we do it. The elements of a memorable story are authentic (being true to your values, mission, and goals); relatable (know your audience and relate to them); lesson (always have a reason for your story); and clear action (have a takeaway of how to act). I have heard many say that they don't know what to say. The answer is to speak from your heart and tell your story. You can communicate your story by being prepared. When asked, what does GFWC do, have one to three of your club projects in your mind. Share your favorite one and be prepared to answer questions. Leslie suggested that you write down one impactful experience this week, explain why you enjoy your club, and then share it with a friend or on social media. I loved how she ended, "Your story is more than words – it's a spark. Share it, and you light the way for others to follow."

Her newest book is *Turn Your Story into Business Gold, The Ultimate Guide to Stories that Sell*. I encourage you to purchase the book. She will inspire you to be a better you!

We look forward to talking with Leslie again very soon and sharing her knowledge and wisdom with our GFWC clubwomen.



Spinning Vision into Reality
JUNE 6-9, 2025

Join us in Atlanta for the GFWC 2025 Convention. The Communications and Public Relations Committee has a dynamic workshop for you. **What Did You Say? Let's Talk About the Important Things** We are covering some important topics including how tech security impacts your club, effective communication tools, and some important updates. You don't want to miss it. Register today at www.gfwc.org.

BAND – The App for Groups



The BAND app allows group leaders to start “bands” (groups) where they can message users, create events, make announcements, and share content. This is a great resource, especially for Juniorette Groups. It allows the group sponsor to communicate with members and parents.

One of the best features is the calendar where events can be posted up to a year in advance. It is highly customizable and allows group posts where you can assign importance to the message. BAND allows two-way communication as well. A great feature is a read-receipt to messages ensuring all members are notified of upcoming events. Texting is available if members have a phone number assigned to their profile. You can post pictures of events, so they are all in one place. The best part - it is Free. The app is available for download in the App store and Google Play.

This will work for any group, but very helpful when working with members and their parents. Consider reading more about it for your club.

Pictures of the Communications and Public Relations Committee



Becky Bolden, CPR Chairman, presented at the GFWC Board of Directors' meeting (August 2024).



Laura Connelly is ready to share the CPR presentation at GFWC Southern Region Conference (Oct 2024)



GFWC CPR Committee at the Board of Directors' meeting in Washington DC (August 2024). We are missing Brooke who had work obligations.

Project Ideas:

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

- GFWC Federation Day – April 24, 2025 – Post about GFWC and its rich history on your social media platforms. Include pictures of club events to bring awareness to our organization and its wonderful work.
- World Autism Awareness Day – April 2, 2025 – Encourage individuals, businesses, and landmarks to illuminate buildings and wear blue to show support for autistic individuals.
- Arbor Day – April 25, 2025 – Select a suitable location in your community, such as a park, school, or community garden, to plant one or more trees.
- International Children's Book Day: April 2, 2025, most communities have a free library. Purchase books from local thrift stores and/or collect from members. Add books to the free libraries. Consider a book-swap event on your Public Facebook page. Encourage children to swap books with their friends and post a picture.
- Stress Awareness Month – April 2025 – Provide stress reduction techniques at your monthly meeting. Invite a trained therapist or medical person to your meeting to talk about the dangers of stress.
- Memorial Day – May 26, 2025, consider a veteran's appreciation picnic in your local park. Post on your social media and contact your local VFW.
- Mother's Day is May 11, 2025. Make cards for the residents of your local nursing facility. Also, you can adopt several residents who rarely get visitors. Post their name and address on social media and watch the cards flood into them.
- Flag Day – June 14, 2025 – Organize a Flag Display at your local library or community center.
- Father's Day – June 19, 2025 – Same idea as Mother's Day.

Have you registered for the 2025 GFWC International Day of Service (GFWC IDS)? It is Saturday, September 27, 2025. This year we are working to combat domestic and sexual violence.

Go to the GFWC website www.gfwc.org and register your club today. Project ideas will be posted on the GFWC website, News & Notes, and GFWC Clubwoman Magazine. Don't miss this opportunity to change our World!

