

COMMUNICATIONS AND PUBLIC RELATIONS

ADVANCEMENT PLAN

2024-2026 GFWC CLUB MANUAL

Today, communication entails a Four-Step Process which is planning, strategizing, executing, and evaluating tactics used to get your message out. What is a tactic? Some tactical forms include using visual, written, digital, and audible forms of communication. For your club to become even more efficient and resourceful, you must consider taking the time to develop and execute a marketing communications plan, one that encompasses the Four-Step Process to effectively engage your members, prospects, and your local community leaders.

Engaged members are more satisfied, will see more value in their membership, and will participate in more activities. But how do you create an experience that's truly meaningful to your members?

You need to first create a **MARKETING COMMUNICATIONS PLAN**. It is the first step in understanding your membership! It is how you will shape content that will educate, inform, and motivate current members as well as potential **NEW** members. Executed properly, a good communications plan will also help you **RETAIN** members.

BEFORE YOU BEGIN - ASK THE HARD QUESTIONS!

What do you want your communications to do? Once you define your goal, you'll need to figure out how to reach it by employing one or more of these tactics or tools.

Next, you'll want to establish how you expect your communications to influence your members. What do you expect to happen as a result? Understanding and having a realistic expectation of results defined in your overall strategy is key when evaluating the success of each tactic and can help when adjustments are needed.

This guide will walk you through creating a solid marketing communications plan, define the following tactics, and outline the tools that you can utilize to reach your club's goals and objectives.

- Branding
- Public Relations
- Club Communications
- Website
- Social Media
- Digital Meeting Capabilities



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**GENERAL FEDERATION
OF WOMEN'S CLUBS**

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CLUB CONNECTION INITIATIVE:

COMMUNICATION AND PUBLIC RELATIONS TOOLKIT



The GFWC Communication and Public Relations Toolkit is a bountiful resource for club members. Topics include newsletters, websites, social media, body language, public speaking, proper use of emails, public relations, marketing, and all types of communication tools. These resources are located in the Member Portal Digital Library, in the "Toolkit" folder. These could be used to help members grow in understanding and improving communications and public relations skills, or they could be used as a club program. Your club is encouraged to utilize one of the tips and post a picture on social media using the tool and tag #GFWCCPRTOOLKIT. A shout out in the Advancement Forum Facebook group will recognize clubs taking advantage of the Toolkit and sharing on social media. Using the rebranded GFWC Emblem could result in extra focus.

DOWNLOAD THE GFWC EMBLEM FROM THE MEMBER PORTAL



FEATURED PROJECTS



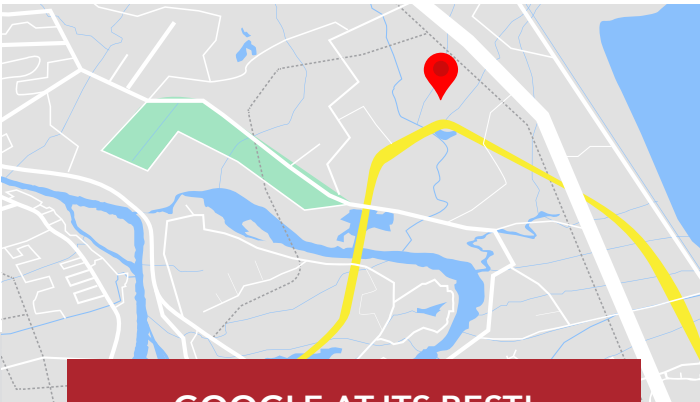
SCAVENGER HUNT ANNIVERSARY CELEBRATION

GFWC Lilburn Woman's Club (GA) celebrated its 50th anniversary with a virtual scavenger hunt developed using the online app, Eventzee. Challenges included in the hunt are related to projects the club has spearheaded over the years. Founding members and partner organizations created videos. Participants used the app to complete the hunt, which required them to watch videos and visit local sites. Donated prizes were given to those who completed the hunt.



COLOR ME LEXINGTON

GFWC Woman's Club of Lexington (MO) reprinted a coloring book titled "Color Me Lexington," which was first printed by the club in 1977 with pictures drawn by local artists. It tells the history of their town in pictures. They also included information about the club and what they do in the community. This project taught many children and families about the town's history and the GFWC Woman's Club of Lexington.



GOOGLE AT ITS BEST!

Woman's Club of Matawan (NJ) created a Google website and Google Map location for their clubhouse, which means they come up quickly on Google search results and appear on GPS maps. The search results take you to their website which includes information on events, members, and contacts. They also use Google Voice which creates a business phone number that is forwarded to an app for members to answer without giving out a personal cell number.



PINK APRONS

The GFWC Pea Ridge Woman & #39's Club (WV) is known in their community for their hot pink aprons embroidered with the club's name in lime green. They reported the Mayor of Barboursville, WV, stated one of the pink aprons would get you into anywhere in Barboursville. These ladies also have a variety of club shirts, GFWC WV H.E.R.O.E.S. shirts plus numerous past administrations and GFWC shirts. Many members display GFWC WV decals on their vehicles.

GFWC COMMUNICATIONS

BRANDING

What does “having a brand” really mean? Your brand emotionally connects you to your audience. It is what you stand for as an organization; it is your reputation. Someone may have heard of your club, but a good brand ensures they already know what you do. There is a difference!

The GFWC brand is our image to the public—it is the collective GFWC identity that conveys an image of friendship, connections, and volunteer service to our target audiences.

The GFWC brand consists of the Emblem, the organization’s full name, the tagline, design guidelines for using the Emblem, a clear definition of the organization’s personality, and its values. It is the GFWC moniker commonly recognized by clubwomen, Affiliate Organizations, and key stakeholders. Branding aims to establish a significant and differentiated presence that attracts and retains loyal members.

The GFWC emblem is the foremost example of our brand identity and our image to the public. It is an intangible image of our reputation. Club members themselves participate in developing and protecting the GFWC brand by being ambassadors of our image through branded volunteer activities within the community.

Additionally, the GFWC brand is made up of other communication tools and identifying features, such as our registered motto GFWC Unity in Diversity® and tagline *Living the Volunteer Spirit!*

All GFWC members must continue to enforce strict guidelines set to protect, advance, and establish our unique brand. It is this image within our community that represents our members as an international women’s organization dedicated to community improvement by enhancing the lives of others through volunteer service.

GFWC EMBLEM USE & CORPORATE COLORS

Brand identity is the statement of who we are, what we stand for, and how we serve our audience. It defines our values and embodies our vision, mission, and values. The GFWC Emblem with the full name is a registered corporate logo and should feature prominently in all our communications, whether digital or print. It should never be altered and the ® must always appear. The guidelines are outlined in the *GFWC Emblem Use & Corporate Colors* brochure located in the Member Portal Resources under section “Branding & Emblems”. Please read and follow the guidelines in the usage of the GFWC Emblem and corporate colors.

GFWC STYLE GUIDE

The *GFWC Style Guide* is the primary reference and consists of standards for writing, formatting, and Emblem use to assist GFWC members in maintaining brand consistency in look, feel, and sound. This reference tool ensures the GFWC brand is presented the same when used by everyone in the Federation. It also provides guidance for word choice, tone, design, merchandising, and more.

All GFWC clubs and members have responsibility for the use of the Emblem to protect and enhance our brand. Members responsible for creating communication tools should familiarize themselves with the *GFWC Style Guide*. To download a copy, visit memberportal.gfwc.org/resources/branding-emblems/23/gfwc-style-guide.



COMMUNICATIONS AND PUBLIC RELATIONS TIP

Create a Branding Kit for your club that includes club signage with the GFWC Emblem, club brochures and business cards, letterhead for club correspondence, club shirts or aprons, a tablecloth/throw for events, and various other GFWC Branded merchandise. Directions for using the GFWC Emblem are included in the *GFWC Emblem Use and Corporate Colors* brochure and *GFWC Style Guide*.

PUBLIC RELATIONS

The primary goal of public relations is to foster positive relations between GFWC and the local communities we work to help. An example of a PR strategy would be garnering positive publicity for your club's activities. In this section, we will define public relations tactics with an emphasis on media relations.

Public relations extend *beyond the media*. It includes building relationships with key stakeholders in your community such as elected officials, business leaders, community organizations, and key community segments with your Community Service Project (CSP) benefits. The following tactics provide vehicles for getting your club's messages out.

- Create a public service announcement highlighting your club's selected charity and ask local news outlets to promote it. Ask the charity to also promote with their media contacts and constituency.
- Invite news outlets to promote and attend your events/fundraisers.
- Write op-eds and letters to the editor focusing on causes and issues your club is involved with.
- Promote your club events and activities in community social media groups through county, city, and state media platforms.
- Invite a local respected community member to attend your convention or event to speak first-hand about a cause they are championing and to share information, knowledge, and updates.
- Ask to be recognized by your city council or village board. For example, proclamations commending your club for supporting a cause or the work you do on behalf of your community is a great third-person endorsement, which is invaluable in advancing the GFWC brand.
- Get involved in the local Chamber of Commerce, which will increase your exposure in your community and build important relationships for partnership and strategic alliances.
- Always include the GFWC Emblem in your media posts including all promotional materials, such as press releases, correspondence, and print collaterals.

MEDIA RELATIONS

"Media relations" refers to a communications function to foster relationships with local press, which includes editors and reporters for newspapers/community publications and broadcasts (television and radio). The tool most often used is a press release. A press release provides the media with the Who, What, When, Where, Why, and How of your announcement. It should be written in a concise and straightforward manner. It is appropriate to issue a press release to announce club projects, progress, and outcomes; introduce a new club program or initiative, and highlight the news value of GFWC's work in the community. Develop a news angle or hook to pique the media's attention to increase the chances for media coverage. When deciding what to share with the media, consider the following:

- Is this relevant beyond GFWC?
- What is the impact (i.e., dollars raised, people served, community improvement)?
- Why is this story significant?
- Is it unique or unusual?
- Does it improve people's lives?
- What are the major achievements (i.e., significant anniversary, recognition from a program partner or legislative body)?
- Is there a human-interest angle?

Be sure to do the following:

- Proofread! Always do so before sending the release.
- Include the GFWC Emblem.
- Follow up with your media contacts to ensure they received the press release. Also, this is your opportunity to “pitch” to the reporter why the information you sent is of value to the community and deserves space/time. If information submitted is time-sensitive, make the connection for the reporter why the community needs to be informed, answer any questions, and ask when they plan to cover the story.

PRESS RELEASE SUBMISSION TIPS

News stories should emphasize your club's activities and accomplishments, focusing on why they are interesting. Human interest and innovative ideas make the best story topics. Be sure to include the GFWC Emblem on your Press Release letterhead.

- Has your club implemented a modern solution to an old problem?
- Is your club engaged in any legislative efforts or working on any projects that relate to GFWC Resolutions?
- Numbers and statistics along with a good narrative makes your story compelling and more newsworthy.
- Include photographs! Send photos as email attachments, never embedded in the body of your email or in a Word document. Photos should be in the highest resolution possible, but no less than 300 dpi (dots per inch).
- Include GFWC's boilerplate at the end of the press release. *See GFWC Boilerplate on next page.



DEVELOPING A GOOD EYE FOR PHOTOGRAPHY

A good photograph tells a great story. Photographs entice people to read the article.

- **PLAN YOUR PHOTO** so something is happening. People standing or posing together do not make interesting photos.
- **LIMIT PHOTOGRAPHS** to no more than five people. Do not cram a lot of people into the frame. The exception is a group photo.
- **STRIVE FOR SIMPLICITY.** Remove water glasses, soda cans, purses, wastebaskets, and anything that clutters the photo.
- **CREATE EMPHASIS.** If you're photographing a person, bring the subject forward from the background so the emphasis is on him or her. Subjects should not be leaning up against a wall.
- **POSITION THE SUBJECT** so his or her body is slightly angled (not directly facing the camera) with the head turned to face you.

- EXPERIMENT with different angles and try several different ideas. Try moving the person in the scene. Have them move forward or position themselves differently.
- SMARTPHONE PHOTOGRAPHY has become the popular choice for taking pictures, the tips above still hold true. Other tips for Smartphone Photography are:
 - Hold your smartphone sideways to take pictures.
 - Keep your smartphone still to get a clear shot.
 - Clean the camera lens – your smartphone can get dirty “living” in pockets, purses, and bags.
 - Avoid using digital zoom as it decreases the quality.
 - Observe camera etiquette.
 - Use a selfie stick or tripod to include everyone in a picture when no photographer is available.
- Be mindful of photographing children. Ask permission before including them in your photos.

Photo Circle is an excellent app for capturing pictures from many people at an event. Create the circle, invite friends via text or the QR code, and everyone can add pictures. The result is a collection of memories from many perspectives that capture the event’s influence and history.

GFWC BOILERPLATE

All members are encouraged to use the following GFWC boilerplate in written communication, such as press releases, letters, newsletters, etc.:

The General Federation of Women’s Clubs is an international organization dedicated to improving local communities through volunteer service. GFWC has state federations in all 50 states and the District of Columbia. There are 21 International Affiliate Clubs in more than 12 countries worldwide. GFWC members are community leaders who advocate for domestic violence awareness and prevention programs, and efforts to support children. Volunteers work locally to impact their communities by supporting the arts, preserving natural resources, advancing education, promoting healthy lifestyles, and encouraging civic involvement.



COMMUNICATIONS AND PUBLIC RELATIONS TIP

1. Always use the GFWC Boilerplate on all press releases to ensure brand continuity.
2. Always review potential platforms and tools with your boards/committees and general membership before implementation.

CLUB COMMUNICATIONS

Creating effective ways to communicate with your membership is crucial to the HEALTH of your club/State Federation/Region. Do you know how your members like to receive information? Print or electronically? If not, you will want to take time to survey them. Are they open to change? If not, you may need to create a MIX of new AND familiar ways of communication.

You can save hundreds or even thousands of dollars by knowing the answers to these questions. More importantly, by taking the time to understand the communication style and needs of your membership, your members will feel “heard” and will feel valued.

NEWSLETTERS (PRINT OR EMAIL)

Club newsletters are one of the most effective and efficient methods of informing GFWC members about projects, programs, events, partnerships, and issues. Appoint a newsletter chairman for your

club and/or State Federation.

- Identify a layout and media (electronic, hard copy, or both) that works best for your membership and budget.
- Determine the newsletter's frequency (i.e., monthly, bi-monthly, or quarterly).
- Create an editorial calendar and set deadlines for article submission. Suggested topics include:
 - President's Column - Letter from your club, District, State, and/or Region president.
 - Member Profiles - A glimpse into the lives of fellow club members and their experiences. Feature a different member in each issue.
 - Calendar of Events - Important dates, such as meetings, programs, events, Federation Day, your club anniversary, holidays, observances, and member birthdays.
 - Club News - Program updates, accomplishments, recent events, awards, accolades, and community recognition.
- Include information distributed from all levels of GFWC leadership and solicit articles from all levels, as well.
- Cover Community Service Program projects that were completed with or for GFWC Affiliate Organizations and use their logos/emblems whenever possible.
- Assign article writing to club members based on responsibilities as leaders and project organizers.
- Convey knowledge, generate enthusiasm, and enhance your club's public relations outreach, membership recruiting and retention, program development and reporting, and strategic plan.
- Include action photos, when possible, as they add interest to your newsletter.
- Always provide club contact information.
- Include relevant time-sensitive information.
- Always include the GFWC Emblem in a prominent place.

EMAIL PLATFORMS

To communicate with your members via email, look at two of the most popular email marketing platforms.

CONSTANT CONTACT

This platform is extremely easy to use and has a free offering, but only one month per the plan you choose. It offers a gallery of stock images to choose from and has numerous template selections. It also allows you to easily manage your club database and offers outstanding customer support. Importing data from other programs is very easy. You can track who is opening the emails, the bounce rate, unsubscribe rate and those sharing your email.

MAILCHIMP

MailChimp is a great resource for club communications because it offers a free option for up to 2,000 email addresses. If you use for your state communications,



COMMUNICATIONS AND PUBLIC RELATIONS TIP

1. There are many email marketing platforms out there! Be sure to research what is best for you and your club.
2. A well-designed website is the single best way to attract new members and donors to your club as everyone will visit it before joining or doing business with you.

it may push you over that limit and into a paid model, but it is still very affordable as it is far less than the traditional fees associated with a print magazine or newsletter! It is the largest email marketing application you can use. It also offers easy to read reports and analytics; you can easily see which recipients opened and read your communications. This platform also offers more options for template customization, which is important in keeping your brand identity intact. It also includes survey options.

Other platforms to consider are Vertical Response, Brevo, and Benchmark. Some will collect funds for your club's events, which can be helpful for conventions or special fundraisers.

WEBSITE

Your club website is the public's first and last impression of you and your members! It is always open, 24/7, for all to see, so please make sure it is up-to-date and contains fresh and timely content. Find someone in your club who can create and/or maintain a website. Another resource might be to inquire at local high schools or higher education institutions. This is an important part of your branding, and something you will want to invest in with a third party.

- Appoint a website chairman for your club and/or State Federation.
- Create a club email account (i.e., GFWCStudyClub@gmail.com) and assign someone to check it regularly. Gmail is the preferred email platform.
- Identify a technology solution that works for your level of knowledge. Possibilities include working with a website developer or designer; securing assistance from tech-savvy friends, family, or volunteers from local schools looking for practical experience; or running and maintaining the website on your own.
- Secure a domain name that clearly portrays your name and includes GFWC (i.e., www.GFWCFlorida.org or www.GFWCWarrenJWC.org).
- Link to www.GFWC.org to show that your club/State Federation is a part of GFWC.
- Include your club's website address in all printed materials, including press releases, business cards, brochures, fliers, and posters.
- Provide the following information on your website:
 - A calendar of meetings, project-related activities, and other club/State Federation events.
 - Club/State Federation history, noting important milestones and accomplishments, officers, past presidents, and other achievements.
- Develop a plan for updating the website and share the responsibilities for writing new content.
- The GFWC Emblem should be displayed at the top of the website.
- Include pictures that always tell a story. Be sensitive to the rules involving pictures of children.
- Keep the site current.
- Further recommendations are included in the GFWC CPR Toolkit.

SOCIAL MEDIA

According to Google, there are 4.95 billion social media users worldwide, representing 61.4 percent of the global population. In the U.S., 54 percent of social media users are females spending an average of over 2 hours a day. There are many social media platforms or sites. Some of these platforms simply do not fit with our goals and interests. Below are some of the most popular ones used, but feel free to research what will work best for your club and members.

If you cannot decide where to start, consider ranking your club's priorities; it may be more effective for your club's brand to focus on maximizing the capabilities of one or two platforms. Whichever

platform(s) you choose, set up a team to monitor it regularly. The platforms that allow followers to interact come with (unspoken) expectations that someone will respond very quickly and that there will be a steady stream of real-time content. Assign a content editor and ask club members to submit information. When appropriate, invite contributors to help create and post on social media platforms. Be mindful who you choose to serve as editor and contributors. All should be trained and provided with the *GFWC Emblem Use & Corporate Colors* brochure and the *GFWC Style Guide*. Always include the GFWC Emblem in your social media.

FACEBOOK

Facebook is the largest social networking site in the world. If you have not yet established a Club, District, or State Federation page, you should consider doing so during this Administration!

Use your club's name, including GFWC, as the title. The GFWC Emblem should be in a prominent place. Appoint someone in your club to manage it. Continually post updates and photos of your activities, create events for your meetings, and make sure to keep your contact information and club website up to date.

Encourage all members of your club who are on Facebook to like your club's page so they can share the information you post with their friends. Your club's page should also like pages of groups you work with, such as national and local partner organizations, news stations, civic organizations, or other groups with Facebook pages.

FACEBOOK LIVE

Facebook Live is a live video streaming service that lets anyone broadcast from their mobile devices straight to their Facebook News Feed, which is perfect for GFWC clubwomen! You can do short, live video clips from your fundraisers, installations, meetings, and just about anything you would like to promote in your Facebook feed!

To host Facebook Live, you must create a business account. To create a business account, a member must serve as the host and create a business account attached to the member's personal page. After the business account is created, the person can assign administrative and posting privileges to contributors to help create content.

Here are basic instructions on how to use Facebook LIVE.

- Log into your club's Facebook page
- Go to create "post"
- Select "Live Video" at the bottom of post composer
- Add a description of your video. Tag friends, check in to location, and add a feeling or activity.
- Tap "Start Live Video"
- Tap "Finish" to end your broadcast.

For more information on Facebook Live, visit

<https://www.facebook.com/business/help/626637251511853?id=1123223941353904>.

If you have not already given Facebook access to your camera and microphone, you will be prompted to do so. Follow the steps.



COMMUNICATIONS AND PUBLIC RELATIONS TIP

Do not forget to like GFWC's Facebook page as well! View it at www.Facebook.com/GFWCMembers

Facebook Live is hard to "practice" since it is live, so be prepared! Do something simple the first few times until you get the hang of narrating. Prepare a script and/or questions beforehand.

INSTAGRAM

Instagram is a free photo and video sharing platform. People can upload photos or videos to share with their followers or with a select group of friends. It is similar to Facebook and can be connected to your Facebook account. You can post via your mobile device or computer. Instagram is a storytelling app that uses photos to inform about the activity to your followers and publicly. Content editors and contributors are also able to post via the "Professional Dashboard" through the "Meta Business Suite" under Platform tools.

PINTEREST

Pinterest is another social media platform that most of our members have heard of and use personally. It is a great platform to share "How To's" and so much more! It is a great place to look for inspiration for your meetings or conventions and even fundraising! Users create and share collections (called "boards") of visual bookmarks (called "Pins") that they use to do things such as plan trips and projects, organize events, or save articles.

We encourage you to look at and try this platform for your club. It is very visual with lots of photos and can be a useful way to show off a project or event and attract new members with like-minded interests to your club. Include the GFWC Emblem on your posts to brand the volunteer work we do. The club account, aka business, will need to be connected to the editor's personal page, and they can assign administrative and contributor privileges.

LINKEDIN

LinkedIn is a free social media platform that focuses on professional networking. It is useful to organizations in collaborating with related businesses and nonprofits that align with your club's core values and interests. Use this platform to establish your club's authority on a cause, issue, or event being organized. This is a thought leadership platform that distinguishes your club as an expert source of information. Be sure to use hashtags and tag people and businesses your club is collaborating with.

These are the primary social media platforms used by GFWC. There are others available and new ones popping up. Be sure to DO YOUR RESEARCH to determine which are best to promote your club's activities and membership recruitment/retention.

VIDEO SHARING

It is no secret that people love to watch others in action and posting your club/State Federation/Region's videos can be a terrific way to attract new members. In this section, we will look at the four largest and most well-known platforms: YouTube, TikTok, Snapchat, and Vimeo.

YOUTUBE

YouTube is the video sharing giant with more than one billion users and people watch more than one billion hours of video on the site daily. YouTube allows users to upload, view, rate, favorite, share, flag, report, add to playlists, comment on videos, and subscribe to other users.

To sign up for a YouTube account, you must have a Google ID or sign up for a new Google account. To start, go to the [YouTube.com](https://www.youtube.com) homepage and click the "Create an Account" button at the top of the screen to go to the basic Google sign-up form and then follow the prompts. Once you have created your account, you can upload your videos and then share them on social media or in your email communications.

TIKTOK

TikTok is a short-form video-sharing app that allows users to create and share videos between 15

seconds and 10 minutes long. The target demographic is young people. You can record and post videos on your mobile device promoting your fundraisers, club events, meetings, and other activities. Creating an account is free and would entice Junioresettes and Junior clubwomen.

VIMEO

Vimeo has similarities and differences with YouTube. Like YouTube, it lets people upload and share videos. Unlike YouTube, the platform has no advertising, and most users must pay for the privilege of uploading their videos. Plans are inexpensive depending on data amount, but there is also a free, basic plan.

Vimeo might not be as open and accessible as YouTube, and it has a smaller audience of around 170 million. To sign up for a Vimeo account, go to [Vimeo.com](https://vimeo.com) homepage and click "Join." Create a username and password and enter your email. Confirm your email by following the instructions sent to your inbox, and you will be in business!

X (formerly Twitter)

X is a "microblogging" system that allows you to send and receive short posts called tweets. Tweets can be up to 280 characters long and can include links to relevant websites and resources. You can create your own tweets, or you can retweet information that has been tweeted by others. Retweeting means that information is shared directly from the source with your followers who in turn can share with their followers.

The most important thing to understand about X is it serves as a "news" medium. Activities happen in real-time, including national and local events, celebrity news, and weather-related information. It is one medium to get the attention of big brands for sponsorship or to release a public service announcement. When citing X as a news source, be sure to check your facts before using them.

SNAPCHAT

Snapchat is a free mobile messaging application used to share photos, videos, and text messages that users can only access from a mobile device. It is different than other forms of social media in that its messages disappear from the recipient's phone after only a few seconds. If your club is marketing to younger members or sponsors a GFWC Junioresette club, Instagram and Snapchat are must-haves in your communications strategy.

CPR TIPS

When posting on social media, use short, complete, and clear descriptions. Use photos or videos to help tell your story. Be sure to summarize your club's activities in 50 words or less as concisely as possible. In some cases, a post warrants additional words which is fine as long as the message being relayed is important. Make every word count. Get to the main idea of your post in the first sentence.

Hashtags are an effective tool for group conversations or content. When creating a new hashtag, always include GFWC in the wording. Recommended hashtags for social media posts for GFWC members include:

- #GFWC
- #GFWC_HQ
- #WeAreGFWC
- #UnityInDiversity
- #LivingTheVolunteerSpirit
- #IamGFWC

An effective communication product is Adobe Acrobat. Consider purchasing the Pro version, which allows you to modify PDF documents, organize pages, combine pages into a new document, and many more tools. The cost is reasonable and includes training.

Canva is a free-to-use online graphic design tool. It can be used to create social media posts, presentations, posters, videos, and much more.

The GFWC Advancement and Programs Facebook Forum is a private group that contains valuable information for GFWC clubwomen. The Membership, Leadership, and CPR Chairmen lead the Forum. You can invite other GFWC members to join or request to join. A few simple questions must be answered since it is a private page. The videos include a variety of topics and have been stored since their creation in 2018. Every GFWC clubwoman is encouraged to join. It does require a Facebook account to participate.

Gen Z and Millennial Snapchat users share a common personality trait: FOMO (fear of missing out). By promoting your local events to FOMO-motivated young ladies, you can make your club relevant to a broader audience and bring in new members!

The way people communicate is changing, and we need to keep up with the trends to both survive and thrive!

X (formerly Twitter) is especially important if you need to contact or influence members of Congress. For example, Shot@Life has found that when they tweet photos of their visits to Congressional Members, their efforts are more effective!

SOCIAL MEDIA TIPS

The saying that "a picture is worth a thousand words" is true when it comes to social media. A photo, video, or graphic is extremely important in conveying messages. The most successful posts on these platforms include pictures. Use photos showing your club members in action so that potential members can see themselves as a member of your club. Crop your photos so that there is not a lot of wasted space around the action, and the action is clearer to see. Also, investigate using paid posts on FB to promote your club's Membership Drives or fundraisers. It is inexpensive and usually yields impressive results. Try it and see an increase in your results. Encourage members to always wear GFWC branded items to club projects.

VIDEO CONFERENCING PLATFORMS

VIDEO CONFERENCING PLATFORMS

A necessary piece of your communications strategy is utilizing digital communication tools, such as online meetings, text reminders, webinars, and podcasts.

Online or mobile collaboration means improved efficiency and increased productivity, but only if you have the right tools for collaboration. It also means monetary savings for your club, District, or State Federation budgets.

ZOOM

This product allows for easy video calls, online demos, or webinars with your virtual teams. Advanced features include selective screen sharing where some participants can see the presenter's screen and others cannot. If your members use Microsoft Outlook, then this is a top selection: it's easy to schedule video conferencing meetings from Outlook through the Zoom plugins. The free version allows for a 40-minute meeting. There are monthly and annual subscriptions which allow for unlimited meeting time.

MICROSOFT TEAMS

This is a Microsoft product included with the Microsoft Office product subscription. Meetings can be scheduled with video calls and screen-sharing options.

GOOGLE DRIVE

All club records can be stored on Google Drive and can be accessed by all members at any time. No more waiting for someone to send something to you! Google Drive also offers a ton of storage for a low price, so implementing Google Drive and G Suite tools for your whole team is simple and definitely worth the price.

WE TRANSFER

WeTransfer is an easy way to share large files! You can move whole folders at the touch of a button by sending them through a link. WeTransfer is safe and secure, and plans start at free. The platform makes it easy to share files without limitations and gets them where they need to be. Free plans include the ability to send up to 2 GB of files, while the largest plan (annual fee) can assist with storing club information in a cloud setting to keep your records safe. Your transfers are shared via a link, which allows users to download and receive files. Links expire after 7 business days. You are notified when the receiver downloads your files.

DROPBOX

Dropbox is a cloud storage app used to share documents. It has a user-friendly interface and is simple to use. Once the software is downloaded, you store documents and notes on your hard drive by dragging the appropriate files over to the icon. You can share files and notes to non-Dropbox users with a simple link.

SHAREPOINT

SharePoint is a Microsoft product that comes with their monthly/annual subscription. It is a highly effective way to save files on the Cloud. Any Microsoft user can access the files once shared with them. The downside to this product is the cost and only Microsoft users can access the files.

So many choices and options! When you survey your members, be sure to include a question about digital meetings and communications. Investigate what will work best for you and your club/committees/boards/memberships, and you will be rewarded with more efficient and (in many cases) more affordable ways to conduct club business, all while streamlining communications with your members.

PODCASTS

Podcasts are a tremendous way to stay connected to your members, especially if they cannot make a workshop, or State Federation or Region presentation. Information can be recorded so members (and potential members) can download and listen to it when it is convenient for them.

People listen to podcasts while driving, flying, working, and exercising. It is all about convenience and access to information anywhere, anytime, anyplace – saving time. Many podcasts are free to download, and some are even free of commercial advertisements.

**COMMUNICATIONS AND
PUBLIC RELATIONS TIP**

Research which podcast hosting sites/plans will suit your club/State Federation/Region best!

Podcast productions can range from carefully scripted to totally improvised discussions; what is important is the topic discussed. **Buzzsprout** is a wonderful resource for hosting your club/State Federation/Region's podcast(s), offering a free plan and several low-cost plans, depending on your needs.

CONTESTS

The Communication and Public Relations Committee oversees two contests: Newsletter and Website. Certificates are awarded to the top three club entries while State Federations compete for top billing within each membership category. Please refer to the Awards, Contests, and Grants section of the GFWC Club Manual for further information.

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Communication and Public Relations projects, as follows:

- Certificate to one State Federation in each membership category
- \$50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Awards Program. Each State Federation may submit one State Award Entry Cover Sheet and one Club Creativity Award Entry Cover Sheet for the Communication and Public Relations Advancement Plan. Clubs do not submit entries directly to GFWC.