Letting the World Know Who We Are

Your club is a powerful force in your community, and everything you do has a public relations component. Public Relations is more than just publicity. It is the relationship all the members have with the general public when the club is promoting any event. It is also the relationship between club members and is one of the keys to member retention. If you are wearing your club badge or shirt, you are promoting your club. Also, be sure to publicize your club's projects. By doing so, you are letting your community know that you exist, and that your club is accomplishing great things. There are tips on using all types of communication tools on the gfwc.org website. Go to gfwc.org, click on Member Center, then Communications Center, and download the Communications and Public Relations Advancement Guide. Use all the tools and watch your membership grow!

Reporting and Media Campaign

Reporting is just around the corner and will be here before you know it. As usual, there are some changes to what and how you report your Communications and Public Relations accomplishments. One thing that hasn't changed is the due date. All year end reports must be in by February 1, 2015 to your state Communications and Public Relations Chairman. That's me! Your year-end reports must be submitted by email.

In the body of your email, remember to include the name of your club, the club president and contact information, the name and contact information of the person submitting the report if not the club president, and the number of club members. In the subject line of your email, type Communications and Public Relations Report or simply PR Report.

In addition to your annual report, a media campaign essay contest is being held. The deadline for submission is February 1, 2015. Your media campaign will highlight one of 4 categories; membership recruitment, a fundraising drive, advocacy for a cause, or a special event. Your media campaign must occur between January 1, 2014 and December 31, 2014 for the GFWC Media Campaign Contest. GFWC describes these 4 categories as:
• Advocacy - issue or cause germane to GFWC public policy priorities as outlined in the GFWC Resolutions
• Fundraising - monies raised for GFWC's partners or a local initiative
• Membership Recruitment - communications directed to potential members
• Special Event - single event or a series of events

After you choose one of 4 categories to highlight in an essay, select the best of the best of your projects and show us how you use media. The essay can be no more than 500 words and should include the following: your club's goal, budget, target audience, strategies, your key message, and your post-campaign measurement. In your post-campaign measurement, let us know if you met your goal, stayed within budget, reached your target audience, and felt the campaign was successful. It is important to use multiple forms of media such as website, Facebook page, YouTube video, Twitter, etc. Submit your entry to me via email. In the subject line, type Media Contest and your category (advocacy, fundraising, membership recruitment, or special event). In the body of your email, remember to include club name, name of club president, number of club members, and your contact information. The above information and more details can be found on the gfwcflorida.org website under Resources. Just scroll past the lighthouse and look for 2014-2016 GFWC Media Campaign Contest.

GFWC Florida is not accepting media books this year. However, there is still a Communications and Public Relations contest as described in the previous paragraph. One essay at the state level from each membership category will be selected and the winners announced at the spring convention in May. The winners' essays will be submitted to our national organization. A $50 award will be given to one club in the nation for implementing an effective Communications and Public Relations program.

I am looking forward to learning how each club has used social media and then sharing the best ideas with you.

Contact me if I can help your club with Public Relations.

2014-2016 State Communications and Public Relations Chairman
Mary Crawley Rhodes
352-375-2616
crawley20@hotmail.com