

**Public Relations
Identity Committee Member**
Fall Board
Bulletin 1



Linda Ferris
7699 Nemeck Drive South
Lake Clarke Shores, FL 33406
561-642-7474
lkferris7@bellsouth.net

Public Relations is EVERYTHING your club does

For many years we have been talking about how GFWC is the best-kept secret. Well, this is the Administration where we start spreading the news. President Teddy Hulse has made Identity part of her emphasis area.

The PR Identity committee will be stressing the use of GFWC emblem. If you do not have GFWC before your club name, please add it.

We will not be using the FFWC logo, because according to a copyright attorney, it dilutes the GF logo. To those clubs who use an individual club logo, like Jupiter-Tequesta, please include the GFWC logo with it on all your printed material.

Ladies, we need identity! Think GFWC in everything you do.

When you work a project in your community, make sure you take a picture so you can send it to the local newspaper, or email it to the local radio and TV stations. Post it on your Web site.

Spread the word; use your computer to Google, Facebook and Twitter. GFWC International convention postings this summer were all over Facebook. I've seen postings from Sebastian and North Pinellas clubs, and I've posted some of my own club's events. Comment (or click like) on GFWC club listings on Facebook.

Please use the GFWC logo on ALL club materials, especially your stationery, T-shirts, business cards, flyers and banners. And speaking of banners, use them at all club events. Have a booth or table at community festivals with your club's brochures. Display newspaper articles about your club.

Have a display board of club information at all club events.

Wear a GFWC-logo shirt, or pin. Carry a GF logo bag (they will be at headquarters table). Stick a club business card with all donations your club makes.

We need to share the benefits we receive by being a member of GFWC. Brag about your projects. When people ask you about the emblem, use that opportunity to tell them about your club. Have a 60-second infomercial ready, and a business card or brochure in your purse.

Your club should have a website. It's not difficult. If you need help, contact Sara Castelli, our GFWC Florida Webmaster. (Sara really is a master!) Don't forget to link your club's website to our state and national Web sites.

Appoint a PR chairman in your club to be your GFWC Florida Identity cheerleader.