



## **GFWC Communications & Public Relations Newsletter Sept 2017**

### **Club Website Tips**

While judging club websites this year, a few things were clear. First, there were not very many clubs who submitted entries. Twenty, to be precise. There is a small amount of information to be submitted to enter, but after that, it is just submitting the club's web address. Please consider it next year. The feedback you receive makes it worthwhile.

Secondly, these websites are so good we should all be using them as templates. Imitation is the sincerest form of flattery and in this case, it can also make light our work. Websites are one of the most significant recruitment tools we have as search engines will lead a prospective member right to them. Make sure when they get to our site, it reflects us truly, and also in the best possible light.

### **These were the award-winning websites at the 2017 GFWC Convention:**

#### **1<sup>st</sup> Place – GFWC North Pinellas Woman's Club, FL ([gfwcnpwc.org](http://gfwcnpwc.org))**

This website is very modern and organized. GFWC is prominently displayed, linked, and defined. Sections are organized within boxes, which helps with readability. Pictures are happy and active. Meetings and events are easily found and their Twitter and Facebook feeds are displayed. And this is just on the Home Page! The site includes organizational history, quick facts, contact information, projects, and the next meeting date is at the very top of the each page. An invitation to join the club figures prominently as well. If I searched for a club and found this site, I would be signing up.

#### **2<sup>nd</sup> Place – Woman's Club of Colorado Springs, CO**

**([womansclubofcoloradospringsgfwc.org](http://womansclubofcoloradospringsgfwc.org))**

This site scores because it bustles with activity. They link to and explain GFWC prominently and their information is organized in an easy-to-find fashion. They invite people to join right off the bat. Pictures are lively and plentiful. They have a page for community-wide events which is helpful. The site includes a Members Only section which is a great way to communicate between members. The amount of information on this site is great for members and prospective members alike.

#### **3<sup>rd</sup> Place – The Woman's Club of Rock Hill, SC ([womansclubofrockhill.org](http://womansclubofrockhill.org))**

Wait until you lay eyes on this site. It is just lovely. I sat awhile and just looked at it! They link to GFWC on the Home Page and their Upcoming Events are easy to find. This club is a little different than most because they have a historic clubhouse and it is the focus of much of their activity. Yet, they are still very involved in Community Service Programs and discuss their involvement in each area. The club spells out new member responsibilities very clearly. These ladies have created a beautiful and effective website.

### **Award-Winning Characteristics**

- GFWC Links
- Inviting Pictures
- Readily Available Contact Information
- Clear Statements of Purpose
- Easy to Access Calendars
- Club Activities Documented