

Communications & GFWC Identity f/k/a Public Relations Spring 2011 Bulletin



Shannon Bailey
(727) 365-7112
bongabailey@yahoo.com

Racquel Sturgis
(813) 928-0211
trsturgis@comcast.net

Snapshot: 22 Juniors clubs reported, representing 585 members. Clubs reported 4,714 hours, \$3836 cash donated or spent on public relations efforts, and \$2140 given in-kind.

Juniors club were very busy in 2010 spreading the word about GFWC and about our local clubs and activities. In such a technologically advanced time, more and more avenues are opening up for public relations and publicity at little or no cost to clubs. Many clubs embraced the GFWC and GFWC Florida goals of a unified GFWC brand and look, promoting Federation as well as our own clubs. We are appealing to our target demographic with a presence in various social networking sites.

Following is a sampling of the HUGE variety of activities and projects reported by Juniors clubs:

GFWC/Club Brand Awareness

- GFWC logo updated on letterhead, brochures, websites, marketing materials
- club tshirts, hats, totebags, notecards, bumper stickers, banners
- business cards or brochures for members to distribute in the community
- printed coroplast yard signs for fundraising events
- GFWC Tampa Junior Woman's club and two other clubs have club info and logos posted on local bus benches.
- GFWC Williston Junior Woman's Club co-sponsors a large greeting-card sign in downtown during the Christmas season with the GFWC Williston Woman's Club.
- GFWC Plant City Junior Woman's Club has logo-stamped bright orange vests for their roadside cleanup project!

Use of Communication Sources

- 21 clubs reported that they have an updated website linked to GFWC Florida and GFWC.
- Many clubs carry subscriptions to GFWC Clubwoman magazine.
- Most clubs provide their members with newsletters delivered digitally.

- GFWC Florida Juniors developed a Powerpoint presentation to be used for prospective and new members with GFWC history and information, GFWC Florida info, and customizable club pages.

Use of Media Relations

- Clubs made extensive use of local media to publicize their events and club activities, such as press releases and PSAs, and also community calendar listings.
- Use of non-traditional outlets like Craig's List, local information websites, chamber event listings
- Brand-new GFWC Junior Woman's Club of Midtown used many free calendar listings and websites to attract members, and it worked!
- GFWC New Tampa Junior Woman's Club even does press releases announcing new club members.
- GFWC Sebastian River Junior Woman's Club helps to sponsor other local organizations' events and receives great publicity for doing so.

Social Media

- 21 clubs reported having a club Facebook page
- Several clubs reported use of Twitter, LinkedIn, YourHub.com, blogs, and Yahoo groups.
- GFWC St Petersburg Junior Woman's Club created an account with Hands On Tampa Bay, an online service that matches people with volunteer opportunities. They also have a MeetUp page to attract women looking for a club like Juniors.

Public Awareness Efforts

- 4 clubs participated in Federation Day events. GFWC Temple Terrace Junior Woman's Club had the Mayor proclaim April 24th as Federation Day!
- 3 clubs distributed WHALE kits
- GFWC Seminole Junior Woman's Club was very involved in the 50th anniversary celebrations of the Seminole Community Library.
- GFWC Junior Woman's Club of Lakeland participates in Relay for Life, Platform Art, and Kid's Tag Art projects, publicizing GFWC while working on other issues.