

Communications & GFWC Identity f/k/a Public Relations Bulletin #1 – Fall Board, 2010



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Publicizing your club's projects, events and initiatives increases community awareness, attracts new members, and opens doors to worthwhile partnerships. Everything you do has a public relations component. Consider these ideas to increase your club's profile in your community:

Boosting GFWC and Your Club's Brand Awareness – be proud of GFWC and our long history!

- Make GFWC part of your club name and website address (makes you eligible for GFWC contests)
- Use the GFWC Emblem only (Florida emblem is no longer in use) and use it everywhere
- Work with other clubs in your district to show a unified GFWC presence
- Celebrate Federation Day (April 24th) and Volunteers in Action Week

Media Relations – know your local market, using varied strategies to keep your club in the public eye:

- Press Releases (print media) , Public Service Announcements (tv & radio) & Photo Releases can publicize upcoming events (think both fundraising AND membership) and let your club shine – also, send in a release after your club receives awards at Spring Convention, or when you do a volunteer project or donate funds in your community
- Submit to calendar listings for both special events and regular meetings
- Letters to the Editor and opinion letters can showcase club advocacy
- Think outside your local paper – submit to smaller papers and neighborhood newsletters

Social Media – this is the ideal demographic for Juniors – use it to publicize everything you do:

- GFWC and GFWC Juniors are both on Facebook, and your club can have its own page, linked to your website – post every time there is a meeting, get together, special event, or project and encourage your club members to talk about the club on their own pages
- Create a local MeetUp group to draw in local women who are volunteer-minded but might not have heard of you (St Pete Juniors got 3 guests to our last meeting this way!)
- List open volunteer opportunities on your local Hands On Network website

Communication Sources – marketing within the community AND within your club

- Newsletters – make them digital to save costs and make them easy to share
- Your club website can be one of your greatest tools – keep it simple, make your club look fun, and keep it up to date – see www.spjwc.org for an example
- Club and event cards, brochures, and fliers – list your website address on everything!
- Be sure to enter both the national and Florida GFWC website and newsletter contests!

Be sure to submit articles and photographs to your JDD, the GFWC Clubwoman magazine, and GFWC Florida Clubwoman magazine about both club activities, and local media coverage your club has received. Look for the Public Affairs Guide at www.gfwc.org for official logos, boilerplate info (explanation of GFWC) and examples of media submissions.

We look forward to seeing you at Fall Board. Don't miss our workshop Sunday, 9/19 at 9am!