

# 2016 GFWC Florida Communications and Public Relations Report

---



**GFWC Florida Chairman, Mary Crawley Rhodes**  
725 NE 5th Terr  
Gainesville, FL 32601  
352 375-2616  
Email: [crawley20@hotmail.com](mailto:crawley20@hotmail.com)

**1. Club Video-** The **GFWC Naples Woman's Club** created a video in order to express, in a non-verbal manner, all the different aspects of their club. This video runs on a screen behind the podium during the "mingling" time of the General Meetings. It consists of photos and captions of members out in the community doing things like volunteering at the Fundraising events, accepting awards, working within the community, and pictures of the **GFWC Naples Juniorette Club** doing beach clean-up, making baby blankets, etc. Since it was produced by club members, to create it cost only \$25.00 for some supplies. It has been a big hit and a way to share all the many ways members and new members can get involved no matter what their passion is!

**2. Pay It Forward Lunches** - Businesses in the community have been donating generously to projects and fundraisers at the **GFWC Grand Haven Woman's Club** for years. The Flagler beachfront business community experienced a huge loss of business in the aftermath of the Hurricane Matthew in October 2016. In November, the club established "Pay It Forward" monthly lunches to support the beachfront restaurants. Each lunch averages 20 or so members in attendance. Members wear their club name tags. This is not a fundraising activity and is purely social, so each member buys her own lunch. An added bonus of this has been an opportunity for some of the newer members to meet other members. There is a plan to continue these lunches through May as a show of appreciation and support to the businesses. Photos are taken and placed on the club's Facebook page. This is a great way to publicize the club as well as pay it forward!

**3. The Home of the Brave Dedication - GFWC Fort Walton Beach Woman's Club** determined that there was a need for a memorial for community members who had lost their lives in war. After a year of planning and preparation, a ceremony was held to unveil the wall mural at Choctawhatchee High School memorializing the 16 former students who were killed in military action. First the members went to the newspaper to kick off the project. Through this source a single donor took interest and gave a donation which funded the cost of the mural. The club also held a 5k run/walk to raise funds for any costs above the cost of the artist. On the day of the unveiling, the President of the Fort Walton Beach Woman's Club welcomed the audience. Following a ceremony which included the lighting of the 16 votive candles, the Principal gave closing remarks and the ceremony was concluded with a reception for the families and friends of the fallen. Although a solemn occasion, the club was able to both give back to the community and gain some recognition for our work. *(Not reported in Public Issues.)*

**4. Creative Publicity-** Door Knockers! Who would have thought? It has been awhile since most people have seen a door hanger for anything but Pizza. However, the president of the **GFWC Crestview Woman's Club** thought they might be useful. That president designed the door hangers which advertised the upcoming Membership Tea and the Christmas Tea. Of course, the GFWC logo was included in the design. Then several volunteers walked the neighborhoods close to the clubhouse and hung the invitations on house doors. And yes, some of the neighbors attended the events.

**5. 10k Run- GFWC Crystal River Woman's Club** is a sponsor of the 10k Manatee Festival Run that took 245 volunteer hours prior to and on the day of the event. The 10k run/walk started and ended at their clubhouse. The club has a large banner which is hung outdoors...no one could miss the starting line. The run/walk featured the newly-developed Three Sisters Springs Trail, Port Paradise and Three Sisters Springs. The Manatee Festival takes place in January. This was not only an opportunity to raise funds, but gave the club public relations exposure with a very different audience. This event raised \$1,000.00 for their projects.

## 2016 GFWC Florida Communications and Public Relations Report

---

**6. Bridal Show and Photo Shoot-** This was the first year the **GFWC United Woman's Club of Lakeland**, has participated in a local bridal show. It seemed like the perfect opportunity to show off the club's new rental space. Members created rental advertising flyers, ordered ink pens with the club name on it, created a Power Point slideshow, and set up a beautiful booth for the event. They decided to schedule a professional photo shoot for the event. Models were hired, formal wear arranged, hair & makeup were setup in the conference room, and a professional photographer snapped pictures of the wedding party. Event planners set up in several different places in the clubhouse and outside, and even at the new lakeside ceremony site. Prospective brides and their families had an opportunity to view space and see what different vendors had to offer. Photos appeared in a local magazine, and many of the photos from the professional photo shoot are displayed on the club's updated website, helping to promote clubhouse rentals.

**7. Guest Packets-**The **GFWC Treasure Coast Woman's Club** created guest packets with the club's brochure, calendar, phone log, club pledge, history, Officers, Community Service Chairman, Committees, Fundraising chairman (one page), List of Hostesses, GFWC Officers and District Officers. It includes everything you would want to know about the club. Each guest receives this packet as they sign in for the evening. When they become members they add this to their yearbook. What a great way to communicate what we are all about to guests.

**8. Member of the Month-** Awarding a Member of the Month rewards the **GFWC Coral Gables Woman's Club** members for their hard work and encourages members with additional publicity that also brings positive exposure for the Club. Elephants were a theme this year for the club president and a silver elephant was pictured being awarded to monthly winner and featured in newsletter, in print media and on digital media. *(Not reported in Membership.)*

**9. Delray Reads-** This program is designed by the **GFWC Greater West Palm Beach Woman's Club** to support the community in their campaign for grade-level reading. This is the club's fifth year working with this project. Six members signed up to participate, each assigned a different elementary class at Banyan Creek Elementary School. There were more than 300 people reading at all the elementary schools in Delray Beach. This year they all read the same book to each class: "What Do You Do With an Idea?" They also were given questions geared to each grade level to encourage discussion. The event was broadcast on local TV stations, and the club name announced at the breakfast. Great way to give back to the community and get our name out there! *(Not reported in Education.)*

**10. Playgrounds for Our Children-** **The GFWC Gainesville Woman's Club** produced a 2016 radio play titled "Laughs Take a Holiday," and was presented January 30 and 31, 2016. The amazing committee designed a colorful, professional looking, tri-fold brochure with the club logo; posters which were distributed all over town; a letter requesting donations was mailed to businesses and prominent community members; a sponsorship contract was created for large donations; and the PR chairman sent press releases to all the usual suspects. The committee chairmen appeared on a local TV show and talked up the event. Tickets holders received a heavy dinner buffet, a complimentary glass of wine, and the chance to purchase additional adult beverages before being entertained by the radio play. The event was a huge success. The GFWC Gainesville Woman's Club was able to give a check for \$15,000.00 to Duval Early Learning Center for additional playground equipment. The mailings to local businesses, members reaching out to retail merchants to request auction items, and members appearances on a local TV program contributed to the project's success.