



Communications – Our Silver Lining

As we began 2020, who could have predicted the vital role that communications would play in our lives? And yet here we are, nearly seven months into the worst pandemic of our lifetime, relying on new ways of communicating in order to stay in touch with our club sisters and keep our clubs moving forward. GFWC Florida clubwomen are strong, determined and willing to learn new things, and we are proud of you!

Zoom training was provided to all District Directors and Junior District Directors so they could share that information with the clubs in their district. Clubs are encouraged to use Zoom for general meetings, board meetings and social events to keep members engaged. If you would like small-group Zoom training, please email me.

Our GFWC Florida website got a new look in May. We now have a password-protected Member Center with information available only to GFWC Florida clubwomen. Please visit gfwcflorida.org and click on Member Login to register. If you need further assistance, please let me know. We want to ensure that all clubs have access to the many important documents and updates in our Member Center.

GFWC Florida's Facebook Group has been enhanced to include daily updates and information from GFWC and GFWC Florida. **District Facebook pages** have been created where clubs are encouraged to share projects, events, fundraisers and more. We regularly add content to **GFWC Florida's YouTube channel and Instagram**. Please like, comment, share, subscribe to and follow us on social media!

Our weekly newsletter, **GFWC Florida Clubwoman**, is distributed every Monday and contains a wealth of information on GFWC, GFWC Florida and club happenings. You may subscribe on the home page of gfwcflorida.org. Clubs are invited to submit a paragraph about your club's activities, along with a photo, each week by Wednesday. Clubs are also encouraged to continue sending regular club newsletters to your members. It's an excellent way to keep them engaged during the pandemic.

Press Releases are created monthly on a variety of topics. They are posted on the News page on gfwcflorida.org. Clubs are invited to customize them by adding a paragraph about local happenings on that topic, and submit them to your local press.

GFWC Florida Chairmen and Junior Chairmen have been provided with branded emails such as communications@gfwcflorida.org. These emails are the ones published on our website to maintain the privacy of our Chairmen. As clubwomen who know them, you may communicate with them using either their branded or personal email.

On behalf of the nine-member GFWC Florida Communications & PR Committee, we thank you for your open minds and flexibility in learning new ways to communicate!