



Communications and Public Relations

Communicating our message is at the heart of who we are. In this time of quarantine and social distancing, communication is even more critical as clubs search for creative ways to stay in touch with members, recruit new members and continue to serve their communities.

I am proud to report that during 2020, amidst the backdrop of COVID, 84 women's and junior clubs reported nearly 900 communications projects, volunteered for over 30,000 hours and donated over \$45,000 in cash and in-kind donations. Nothing stops the clubwomen of GFWC Florida from communicating their message!

You found some exciting and innovative ways to communicate, including:

- Project Broadcast - a texting autoresponder program that allows clubs to promote events to the public with a single phone number
- Meetup - an app where clubs can schedule and share service projects, events and meetings, and members can sign up online to participate
- Next door - a social networking app for neighborhoods, where clubs can attract prospective members by sharing club news, events, and programs
- Website forms - where prospective members can complete a "contact us" form or new member application online
- Videos - to share our message with the community and prospective members in a medium whose popularity is skyrocketing
- Group texting service - to stay in touch with members and share meeting reminders
- Facebook Live - to share our message with the community in a fresh format

GFWC Florida clubwomen are strong, determined and willing to learn new things, and we are proud of you!

GFWC Florida is regularly engaging with members on several platforms, including:

- Member Center on gfwcflorida.org – nearly 900 members
- GFWC Florida Facebook group – 1,600+ members
- GFWC Florida Clubwoman – 2,600+ subscribers

Thank you for being creative and determined and unstoppable! On behalf of the nine-member GFWC Florida Communications & PR Committee, you make us proud!