

# 2022-2024 GFWC Communications and Public Relations Committee



## Let's talk

**Newsletter**  
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### 2022-2024 COMMUNICATIONS AND PUBLIC RELATIONS COMMITTEE

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Visit the GFWC Member Portal  
for the following information:

2022-2024  
COMMUNICATIONS AND  
PUBLIC RELATIONS  
Club Manual

COMMUNICATIONS AND  
PUBLIC RELATIONS  
TOOLKIT

Contest Information:  
GFWC Newsletter Contest  
GFWC Website Contest

[WWW.GFWC.org](http://WWW.GFWC.org)

**Thank-You** to all everyone who submitted **Award Entries** for the Communications and Public Relations Advancement Area. Your time and effort to collect the club entries, then assemble the state's best projects, and submit them is very appreciated. The CPR committee members enjoyed reading them and was challenged to choose the winners.

The **website** and **newsletter** contests really showcased the gifts of many talented clubwomen. Being a first-time chairman, I wasn't sure what to expect, to say I was "blown away" is an understatement. A total of 49 website entries and 96 newsletter entries were submitted. Each one was thoroughly read and enjoyed by a CPR committee member. I applaud each webmaster and newsletter editor that GFWC is lucky to have. The talent, aptitude, attention to detail, and determination to produce a quality product is impressive. *Keep up the **amazing** work – YOU are a huge part of the communication within your club or state.*

Have you signed up to be a member of the **GFWC Advancement and Programs Forum** on Facebook? This private Facebook page is a great opportunity to get daily updates from the GFWC Leadership, Membership and Communication and Public Relations Chairmen. Video featuring information that is helpful to members are pre-recorded and, on the forum, to view at your convenience.

The **2023 GFWC Annual Convention**, in Louisville Kentucky is approaching fast. Have you registered yet? The *deadline is May 15<sup>th</sup>*, time to make your plans.

There will be seven awesome workshops available to attend on Sunday morning. Each workshop will be presented twice, so you get double the opportunity to attend. The Communication and Public Relations workshop **"Designing Non-Profit Brand Identity and Strategies"** will help you learn how to position the GFWC Brand for the best possible success in your community. Come and listen to ideas from GFWC Communications Director Stacy Mayuga, along with the Communications and Public Relation Committee Members. We look forward to seeing you on June 11<sup>th</sup>.

*The General Federation of Women's Clubs is a unifying force, bringing together local women's clubs, with members dedicated to strengthening their communities and enhancing the lives of others through volunteer service. With over 60,000 members in affiliated clubs in every state and more than a dozen countries, GFWC members are community leaders who work locally to create global change by supporting the arts, preserving natural resources, advancing education, promoting healthy lifestyles, encouraging civic involvement, and working toward world peace and understanding. For more information, please visit [www.GFWC.org](http://www.GFWC.org) or call 1-800-443-GFWC (4392).*

# EFFECTIVE COMMUNICATING STARTS WITH YOU!

by JEN NOWAK, GFWC COMMUNICATIONS AND PUBLIC RELATIONS CHAIRMAN

### Working hard to research the

facts, taking time to craft compelling content, and creating stunning slides is what club women do. However, all that work will be wasted if you cannot effectively communicate your message with your audience. Effective communication is making sure your message is clearly and successfully delivered, received, and understood.

Becoming a good communicator takes time and practice. Knowing your facts and your audience is key to success. Whether you are speaking to an individual or a large group, consider these qualities when communicating: verbal and non-verbal body language; listening skills; and written/visual communication.

First impressions are the almost-instant impressions that are made when meeting someone for the first time. Opinions are based: 55% on your appearance; 35% on your voice; and only 7% on your message (according to Dr. Albert Mehrabian, Professor of Psychology). It is important to be aware of these effective communication skills in your everyday life.

To make the best first impression, start with how you present yourself. Be confident, knowledgeable, and have a positive attitude when given the opportunity to communicate about GFWC. Dress appropriately for the occasion and when possible, wear the GFWC brand.

Facial expressions, eye contact, touch, hand gestures, and interpersonal space are all non-verbal communications. Be aware that you could be judged without even saying a word. Emotions like surprise, happiness, fear, sadness, or disgust can be clearly apparent. Making eye contact shows you are engaged. Be considerate of touching others and respecting personal space, both of which are imperative in today's world. Keeping your body language positive will help your audience feel at ease.

When speaking in-person, consider how you say things. Speaking too fast indicates anxiety or being rushed for

time; plan by practicing your presentation, and making sure enough time is allotted to effectively communicate. Be mindful of common speaking nuances, like using "um" or "err" throughout your conversation. Avoid these by practicing your message. The pitch of your voice, intentional pauses, and emotional voice changes can keep the audience engaged.

In small group communications, active listening is vital for all parties involved. You must give your undivided attention and listen to what is being said. Don't plan your next response; make good eye contact, use open and relaxed posture, and demonstrate you are listening by a small nod of the head or simple responses (e.g., yes, really, aha). When you genuinely pay attention, people realize you care about what they are saying, and are truly listening.

Using written words to convey a message is commonly used with email messages. Make sure to write a clear and concise message using words that are easily read and understood. Read your message over a few times before sending. Other written communications that need the same attention to detail are manuals, yearbooks, social media posts, and websites. Make sure to add the GFWC brand to all written communications by including GFWC website, Facebook, and/or club information.

Adding visual enrichment to presentations is extremely effective. PowerPoints add a visual impact to boost your statement, share vital information, and increase the retention of the viewers during your presentation. Keep in mind you want the audience to listen to the message of your presentation, and only use the slides for enhancement by using graphics instead of many words.

Lifelong learning gives you new perspectives, ideas, and widens your knowledge and your perspective. Applying good communication skills to everyday conversations can help you learn to be an effective speaker and connect with your audiences. ■



## Not Your Mama's Squiggly Square

By Nancy Kaufman, GFWC Communications and Public Relations Committee Member



Invented in 1994 in Japan for inventory control purposes, QR codes exploded in everyday life during the pandemic. The codes within those little boxes contain data that directs users to a website or a document file that can easily be edited or updated. When opened with a click from a phone camera, codes can quickly access a website or display text for a presentation, a restaurant menu, a product catalogue, an event flyer, or a brochure.

The QR code is a revolutionary advertising strategy for small businesses and nonprofit organizations in that it negates the need for excessive printed paper handouts and minimizes outdated material. The beauty of a dynamic QR code is that as data in the targeted file or website changes, it can be edited on the computer, and the code user will always have accurate and current information. One practical use of the QR code for GFWC is to place a code on a membership application, allowing a complete picture of your club without additional printing.

Creating a QR code is usually free and fairly simple to set up. The most challenging task is identifying the content you wish to access. Step-by-step instructions can be found on any QR code generator by searching your browser. So jump into the 21st century and save some trees—use QR codes to get your message across!



## Best Practices When Using Email Communications



By Penny Peterson,  
Communications and Public  
Relations Committee  
Member

Electronic mail, or email, is the most common use of the internet as a means of communication. Email etiquette and good habits in answering, writing, and sending emails are especially important when exchanging messages. Familiarize yourself with some of the following suggestions for enhancing the overall "email" experience.

- Decide whether it is necessary to display the addresses of all the recipients publicly in the "To" field. Consider using the "BCC" field to list your recipients to eliminate unwanted messages, especially if a "Reply All" was sent unnecessarily or accidentally. It also prevents an email address from being published to those they do not know.
- Be as specific as possible in your "Subject Line" and consider the words you use. The recipient may show caution by not opening your email, or your word selection may trigger spam filters.
- Always include an **email signature**. It is the perfect opportunity to brand every message that is sent. Include the GFWC emblem and website, along with the mission statement: "GFWC-Dedicated to Community Improvement by Enhancing the Lives of Others through Volunteer Service."
- If your email will have an **attached file**, it is a good habit to add the attachment before you start composing your email. It will save you from having to send a follow-up email with an apology for forgetting to attach the file.
- Be considerate when **forwarding emails**. Edit anything unnecessary from the email, such as previous forwarding information, other email addresses, subject lines, and commentary from all the other forwarders.
- Email etiquette not only involves the writer but the reader. **Managing your incoming emails** may be an overwhelming task, but always reply, file, delete, or create a to-do task for all emails.
- It is best to **respond with a reply** to emails within a 24-hour period. You may set up an autoreply (out of office) if you are unable to respond in a timely manner.

For additional information, view the Communications and Public Relations Toolkit within the "C" Resources folder of the [Member Portal Digital Library](#).



## *Have you planned a* **GFWC Friendsgiving Event?**



**GFWC Friendsgiving** ~ a wonderful opportunity to be *Thankful* for the community's support and to BRAG about the good GFWC grassroots volunteering your members participate in while gaining a few new members in the process!

All the documents needed to plan a successful event are located in the  
*GFWC Friendsgiving ~ Box of Gems*  
located in the F Resources Folder in the Member Portal

## THE GFWC LEARNING GATEWAY SERIES

FOR THE ENCOURAGEMENT AND ADVANCEMENT OF WOMEN: GFWC MEMBERS ARE ENCOURAGED TO PARTICIPATE IN THE GFWC LEARNING GATEWAY WEBINAR SERIES TO LEARN DIRECTLY FROM THE 2022-2024 GFWC HONORARY CHAIRMEN.

**MARCH 22 @ 7 P.M. – Advocacy Challenges: Overcoming Roadblocks and Building Coalition Support** by Stephenie Foster, Founding Partner of Smash Strategies, Honorary Chairman for GFWC Juniors' Special Program

**APRIL 18 @ 7 P.M. – Chocolate, Chardonnay, and Chanel - The Power of Personal Behaviors in Health and Wellness** by Nagi Kumar, Ph.D., Cancer Chemoprevention and Initiatives Moffitt Cancer Center, Honorary Chairman for Health & Wellness Community Service Program

**APRIL 25 @ 7 P.M. – Drawing Connections: Prevention Demands Equity** by Monika Johnson Hostler, President of the National Alliance to End Sexual Violence, Honorary Chairman for GFWC Signature Program

GENERAL FEDERATION  
of WOMEN'S CLUBS

[Webinar Registration - Zoom](#) Click this link to register for April 18 webinar.

[Webinar Registration - Zoom](#) Click this link to register for April 25 webinar.