

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

Fall is a season of change and giving. As the leaves turn golden and the air becomes crisper, many clubs are back to volunteering full speed working tirelessly to make a difference in their communities. The General Federation of Women's Clubs across the country DO make a difference; our support and reach touch the lives of children, the elderly, Veterans, first responders, victims, and many others in need.

Here is a question for the clubwomen who personally deliver these wonderful donations. *Are you identifying the donation as one coming from a GFWC Club?*

This is the perfect time to share information about your club, and the organization your club is a part of. GFWC Branding at its best!

There are many options for what to include:

- A letter stating why your club chose this donation and sharing the club contact information and a bit of club history.
- A club brochure and a business card.
- If the donation is to be distributed (i.e., a breakfast basket to the police station), add a notecard with club contact information.
- And as always – snap a picture of the delivery to add to your social media page.

Some might think the receivers of the donations won't be interested in joining the club, so why bother? However, there are reasons why it's important to include the club's information.

Perhaps they will thank your club on social media, include the donation in a newsletter, or share stories of the donation verbally. It is important that they know the club's proper name, and how to contact the club in the future. There could be staff who are looking for ways to volunteer. Or it could be as simple as the COO of that organization wants to learn more about the club who has been supporting them for many years, and just hasn't had the time to talk in depth when a delivery is made.

Every time a donation is made, it is important to include club information and let the donors know your club is a member of the General Federation of Women's Clubs.

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 or call 1-800-443-GFWC (4392).



GENERAL FEDERATION
of WOMEN'S CLUBS

STYLE Guide

The GFWC Style Guide has been updated and is filled with useful information for ALL club women. This document located in the Member Portal under S in the digital library. Here's a sampling of what's included.

DIVERSITY, EQUITY, AND INCLUSION

The General Federation of Women's Clubs (GFWC), one of the oldest women's volunteer organizations, seeks to build global communities where people unite in diversity and dedicate their service to changing lives. GFWC celebrates the engagement of people of all backgrounds and believes in fostering an inclusive, equitable climate, and culture where community members can thrive. *(Adopted on June 9, 2023)*

REGIONS – Use a two-letter, zip code abbreviation when referring to a state.

- GFWC Great Lakes Region (GLR): IL, IN, MI, OH, and WI
- GFWC Middle Atlantic Region (MAR): DE, NJ, NY, and PA
- GFWC Mississippi Valley Region (MVR): IA, KS, MN, MO, NE, ND, and SD
- GFWC New England Region (NER): CT, ME, MA, NH, RI, and VT
- GFWC South Central Region (SCR): AZ, AR, LA, OK, NM, and TX
- GFWC Southeastern Region (SER): DC, KY, MD, NC, TN, VA, and WV
- GFWC Southern Region (SR): AL, FL, GA, MS, SC, and Aruba and Belize
- GFWC Western States Region (WSR): AK, CA, CO, HA, ID, MT, NV, OR, UT, WA, and WY

GFWC Tone

The GFWC Clubwomen are high energy, enthusiastic, positive, and polite. GFWC clubwomen believe in “*Living the Volunteer Spirit!*” In fact, being of service to another person inspires and motivates our members. GFWC is committed to making the world a better place for generations to come.

GFWC Voice

The GFWC Clubwoman is smart, fun, engaged, and dignified. At GFWC we value volunteerism and respect one another's point of view. GFWC Clubs collaborate and work at the national, regional, state, and local levels to solve domestic issues within their communities.

Brand Identity | References | About GFWC | Writing Tips | Social Media
Word Usage | General Formatting Guidelines | GFWC Trademark Policies



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.

2023 JANE CUNNINGHAM CROLY AWARD FOR EXCELLENCE IN JOURNALISM WINNER

ANNA CLAIRE VOLLERS

AT the "GFWC Shining Stars Luncheon: Celebrating Our Sponsors" on Monday, June 12, the prestigious Jane Cunningham Croly Award for Excellence in Journalism was presented to Anna Claire Vollers, a reporter of Reckon News, which covers national issues through the lens of historically marginalized communities.

GFWC International President Deb Strahanoski recognized Vollers' work for "capturing the courage, vision, and spirit of Jane Cunningham Croly," GFWC's founder.

"Jane Cunningham Croly was a pioneering journalist who devoted her life to helping women improve their lives and expand their rights," said Deb Strahanoski, GFWC International President. "Today's award winner Anna

Claire Vollers embodies the very essence of this award as reflected in her article; Alabama wants to make birth centers harder to open. Midwives and birth workers are pushing back, published on September 1, 2022, reporting on the merits of low-risk pregnant people having the right to decide how they want to give birth."

"As a mother, I experienced my own difficult birth and don't want other women or families to go through the same," said Anna Claire Vollers. "I spent the past year on a reporting project exploring how integrating midwives and other community birth workers might be one way to improve the health of women and babies in my state.

"In this story, I explored proposed state regulations that could limit women's



choices in birth care, and I spotlighted women who are advocating for evidence-based birth options that could improve birth outcomes, particularly for women of color. Ultimately, work remains to be done. No one solution will fix all the problems contributing to our country's maternal health crisis. But I believe that these groups of women will ultimately succeed, because in my 18 years of reporting, I've seen this happen before: Women band together and they don't stop working until they make their corner of the world a little bit better for the ones coming behind them."

Vollers reports on family policy and working parents, and often covers maternal health, childcare access, healthcare, and politics. She lives in Huntsville, Alabama, with her husband and their three sons.

To read more about the Jane Cunningham Croly Award for Excellence in Journalism, visit www.GFWC.org



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



Facebook/Instagram Hashtags

- #GFWC
- #GFWC_HQ
- #WeAreGFWC
- #UnityInDiversity
- #LivingTheVolunteerSpirit
- #IamGFWC

