



## Community Connection Initiatives (CCI) One Page Guide

**WHAT?** Community Connection Initiatives (CCI) create paths for impactful community projects. Each Special Program and Community Service Program promote ways in which community service projects help to create lasting community outcomes, build membership, and give strength to the GFWC volunteer organization.

**WHY?** GFWC's Strategic Plan has objectives and tasks to build awareness and recognition of who GFWC volunteers are, what the organization accomplishes, and allows GFWC efforts to be recognized in local communities highlighting our GFWC *Living the Volunteer Spirit* brand.

**WIN-WIN?** Local clubs participate in the **Community Connection Initiatives (CCI)** reporting project outcomes in the program area, and may also qualify for the Community Impact Program (CIP) awards – as long as they meet the guidelines and submit their CIP award entry correctly. Your club's efforts are recognized in the community and help to build GFWC's branding of grassroots volunteering, and your club has the option to compete for the CIP financial award.

### SPECIAL PROGRAMS



#### Signature Program: Raise Awareness to Hope and Help

**What can clubs do?** Provide the following materials in communities:

- Information cards recognizing signs of human trafficking for all DOT vehicles.
- Wallet cards that include details on what to look for and how to report suspected trafficking.
- Large posters for restaurants, gas stations, and other public areas.
- Restroom stall signs for roadside rest areas and Travel Information Centers

**Partner** with DOT, local businesses, and other Human Trafficking Advocacy groups

### COMMUNITY CONNECTION INITIATIVES



#### Juniors' Special Program: Refresh and Revive

**What can clubs do?** Add a little "sparkle" to a local shelter, youth center, social service office, or other emergency location. How?

- Clean, paint, and add new items to a room to bring warmth to the surroundings.
- Invite potential members to join in the fun.
- Work with local merchants on donating supplies.

**Partner** by sharing what you're doing to encourage others to get involved to renovate more rooms.

## COMMUNITY SERVICE PROGRAMS



### Arts and Culture: Creating a Path to Community Gems

**What can clubs do?** Create a digital or printed brochure highlighting the following:

- Trails for walking, jogging, biking and dog parks
- Concerts, theatres and movie houses
- Historical buildings and architecture
- Companies that founded their area
- Stores that sell local artist wares
- Farmer's Market days and location
- Civic sites: library, City Hall, clubhouses

**Partner** with City Hall and Chamber of Commerce



### Environment: Sparkling Seeds, Brilliant Butterflies, Glamorous Garden Gloves

**What can clubs do?** Plan, develop, and grow a community garden. How?

- Providing green spaces in urban areas, give growers without land of their own a place to work, and promote a real sense of community.
- Enlisting the help of master gardeners, landscape architects, or garden clubs to design a garden using native plants, including the needs of pollinators, and providing water and shelter.

**Partner** with local businesses, gardening companies, other community groups, schools nursing homes and assisted living facilities.



### Health and Wellness: Physical Fitness: Give That Glimmer and Glow

**What can clubs do?** Plan a year-long project that will promote physical activity for any age group by:

- Purchasing and building playground equipment for a shelter or special needs facility.
- Providing fitness apparatuses for a senior center or nursing home and sponsor classes in their use.
- Planning a fitness trail in your community.
- Sponsoring walking clubs which include weekly or monthly physical fitness and nutrition presentations.
- Working with local schools to implement the Presidential Youth Fitness Program in their curriculum.

**Partner** with home improvement stores, sports stores, shopping mall and other service groups.

## COMMUNITY CONNECTION INITIATIVES



### Education and Libraries: Bring the Sparkle to Public Libraries

**What can clubs do?** Work with local libraries to plan beneficial services, programs, and activities by:

- Helping people learn and grow by offering training classes for all ages: computer skills, lunch and learn workshops, GED, ESL, literacy, and topics for seniors.
- Collaborating with schools to enhance enthusiasm for student use of the library for reading and resources.
- Creating programs for teens with an emphasis on issues they face daily using library resources.
- Filling a need for a book delivery service for shut-ins or books on tape for the visually impaired.
- Sponsoring a contest to name a library mascot or to design a button or bookmark.
- **Partner** with schools, daycares, summer camps, veteran and senior facilities.



### Civic Engagement and Outreach: A Little Thanks Goes a Long Way

**What can clubs do?** Give thanks and advocating for the essential workers by:

- Presenting a Proclamation - "Essential Workers Week."
- Deliver food to their place of business
- Distributing care packages the first of every month.
- Displaying GFWC "Essential Workers - Keep Our Country Moving Forward" on car windows and mailboxes.
- Throwing a neighborhood or community parade and showcase essential workers of all fields.
- Highlighting essential workers in your club's newsletter
- Creating signage for your Main Street to highlight the companies and/or individuals who are working to make your community a better place.

**Partner** with local media to ensure that the community is aware of these individuals

**For more information and ideas**

**(add link to club manual)**

**[www.gfwc.org](http://www.gfwc.org)**