



**COMMUNICATIONS AND
PUBLIC RELATIONS**
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Communications entails a Four-Step Process of planning, strategizing, executing and evaluating tactics. Tactics can include using visual, written, digital and audible forms of communication. Creating a **Marketing Communications Plan** is important in understanding your membership. You will want to educate, inform and motivate current members as well as potential NEW members and this will help you RETAIN current members.

By creating a solid marketing communications plan these aspects can help you reach your club's goals and objectives:

- Branding
- Public Relations
- Club Communications
- Website
- Social Media
- Digital Meeting capabilities

Branding: The GFWC brand is our image to the public – it is the collective GFWC identity that conveys an image of friendship, connections, and volunteer service to our target audiences.

- Use the new **GFWC emblem** - know the dos and don'ts when using.
- Download and use the **GFWC Style Guide**
- Use GFWC registered trademarks: "**GFWC-Living the Volunteer Spirit**" and "**GFWC Unity in Diversity**"[®]

Public Relations: The primary goal of public relations is to foster positive relations between GFWC and the local communities we work to help. This extends beyond the media by building relationships with key stakeholders in your community.

- **Press release** topics should include human interest stories and innovative ideas.
- Include **photographs** to make your narrative more compelling and newsworthy.
- Add the GFWC **Boilerplate** at the end of your submission (see below).

Club Communications: It is important to know how your club members wish to receive information about projects, programs, events, partnerships, and issues.

- Appoint a club **Newsletter** editor who is knowledgeable about layout, who can write well, and who knows what is happening in your club.
- **Newsletters** can be sent as printed or emailed.

Website: Your club's website is the public's first and last impression of you and your members.

- Appoint a club **Webmaster** that has the time and energy to make updates as necessary and frequently.
- Link your website to GFWC.org, and use the GFWC Emblem.

Social Media: There are many platforms that people use to share goals and interests. Pick what works for your club and members. Have a designated content editor who is connected and has the time and availability to post frequently and answer questions in a timely manner.

- **Facebook:** The largest social media networking site in the world. Clubs can post events, photos, videos - post frequently for maximum visibility.
- **FaceBook Live:** A video streaming service that lets anyone broadcast from their mobile phone. This is an effective way to promote club events as they are happening.
- **Instagram:** A free photo and video sharing platform that is more of a storytelling app.



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- **Pinterest:** Collect ideas for how to's, projects and interests, by creating and sharing collections. You will find loads of inspiration for any theme you are looking to use.
- **YouTube:** Another popular video sharing service. You can post PSAs, club activity videos, or club video interviews.

Digital Media Capabilities: Utilizing digital communications tools such as online meetings is a way of improving efficiency and increasing productivity.

- **Zoom:** A free version allows for 45-minute meetings or pay for an annual subscription.
- **Microsoft Teams:** A Microsoft product included with the Microsoft Office subscription.
- **Google Drive:** Club records can be stored on Google Drive which offers storage for a low price. His can be accessed by all members at any time.

Community Awareness: Get the word out in your community about GFWC, GFWC Massachusetts, and GFWC **your club name here**.

- **Celebrate April 24 GFWC Federation Day and Volunteers in Action Week** (the week that includes April 24) with an activity or event and publicize.
- **Special Events** such as holiday receptions, candidates' forums, art shows, book signings, lectures, and discussions are great ways to draw attention to your club and GFWC.
- **Sponsorships** of events that another community group is planning if you don't have the resources to sponsor your own (e.g., sponsor a local sports team, adopt a highway).
- **Other Considerations:** Participate in community events, such as parades, holiday lighting ceremonies, high school athletic events, and other community wide celebrations.

GFWC MISSION STATEMENT

The General Federation of Women's Clubs is an international women's organization dedicated to community improvement by enhancing the lives of others through volunteer service.

GFWC BOILERPLATE

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 more than 60,000 members in affiliated clubs in every state and more than 20 countries, GFWC members are community leaders who work locally to create global change by advocating for women, children, and families on issues such as domestic violence and sexual assault, food insecurity/hunger, and promoting healthy lifestyles. GFWC also supports the arts, works to preserve natural resources, advances education, encourages civic involvement, and works toward world peace and understanding.

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.