



# **GFWC Public Affairs Advancement Guide**

## *2010-2012 GFWC Club Manual*

Public Affairs is defined as the interrelationships between GFWC, its members, the general public, and other entities, including the government. In this guide, you will find ideas, resources, tools, and tips necessary for promoting GFWC clubs, districts, states, regions, and the international organization. It encompasses two GFWC Advancement areas: Communications and Identity and Legislation and Public Policy.

### **OBJECTIVE**

Support club, district, state, and national communications and outreach efforts with ideas, resources, and tools, for the purpose of promoting GFWC and the projects and initiatives of GFWC, clubs, districts, and state federations.

### **KEY STATEMENT**

Publicizing your club's projects and initiatives increases community awareness, attracts new members, and opens doors to worthwhile partnerships. It also assists GFWC with promoting the Federation on a national level. Everything you do has a public relations component. Clubwomen are encouraged to advance GFWC's priorities, projects, public policy initiatives, and community improvement endeavors.

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## BOOSTING GFWC AND YOUR CLUB'S BRAND AWARENESS

A brand is the identity of an organization, company, or product. It is an intangible image of one's reputation. Branding aims to establish a significant and differentiated presence that attracts and retains loyal customers or members. GFWC's brand is our identity as an international women's organization whose members are dedicated to community improvement through volunteer service. Our brand conveys friendship, community service, and volunteerism.

When brand compliance is not consistently delivered, it can create a gap between how GFWC and our GFWC clubs are perceived—and how we want to be perceived. The wider the gap, the more likely that confusion will occur among our potential members, funders, community leaders, and other interested groups. This confusion undermines the cohesive, consistent brand that we want to portray. Brand compliance is also important for a variety of legal reasons. If an established GFWC emblem, trademark, or registration (such as *GFWC~It's a Volunteer Thing!*<sup>®</sup> and *GFWC Unity in Diversity*<sup>®</sup>) is not used consistently and protected by a brand, it can be deemed abandoned by the courts, opening the trademark for use by other, unrelated organizations.

All GFWC members must fiercely protect the unique GFWC brand—our identity as an international women's organization dedicated to community improvement by enhancing the lives of others through volunteer service.

The *GFWC Stylebook* is the primary reference for maintaining the GFWC brand, reinforcing our brand nature, communicating our vital messages, and enhancing the image of GFWC and GFWC members. At the same time, there are restrictions and specific guidelines for word and emblem use, publications and advertising design, Web design, merchandising, and more.

GFWC clubs and clubwomen have a responsibility and a role in protecting and enhancing the GFWC brand.

*The GFWC Stylebook can be viewed and downloaded at*  
**[www.GFWC.org/GFWCMembers](http://www.GFWC.org/GFWCMembers)**.

### *Make GFWC Part of Your Club Name*

GFWC is a federation of clubs; therefore all individual clubs have a responsibility for the organization's overall success. There is strength in numbers. By identifying your club as a GFWC club, we can prove our collective impact. Thus, all clubs are strongly encouraged to use GFWC in your club name, ideally as *GFWC {Club Name}*. By proudly showing your GFWC affiliation, you demonstrate to your community your relationship to a reputable international organization. If your club was chartered without GFWC in

your name, you don't have to change all of your records, you can operate under a D/B/A (Doing Business As).

### *Use the GFWC Emblem*

The GFWC emblem identifies your club's connection to the organization. Use of the GFWC emblem and associated trademark will identify our organization. Include the GFWC emblem on your website, in publications, correspondence, advertising, and in all related communications. Active members are granted a non-exclusive, royalty-free limited license to use GFWC emblem and associated trademarks subject to the conditions listed in the GFWC Trademark Use Policies, which can be found in the *GFWC Stylebook*. GFWC does not, however, authorize use of its trademarks to promote or identify any products.

The GFWC trademarks must be used exactly as they appear on sample sheets or electronic copies and cannot be changed or altered, other than to be enlarged or reduced in overall size. The GFWC trademarks must always be used in their complete form without the addition of other words or punctuation.

The GFWC trademarks may not be the dominant element in a member's promotional materials. When the GFWC trademarks are used, they must be accompanied by the registered trademark symbol ®. In specific cases where color is used, GFWC requests that members abide by the color restrictions outlined below when using GFWC marks. All are solid to process Pantone colors:

Blue–2747

Red–1815

Gold–1245 (outline of 4-color emblem)

When resizing the image, hold down the <Shift> button, and drag the image from the corner. The logo is a perfect circle and cannot appear as an ellipse.



*Correct*



*Incorrect*



*Incorrect*

Refer to the Trademark Use Policies in the GFWC Stylebook, available at [www.GFWC.org/GFWCMembers](http://www.GFWC.org/GFWCMembers).

### *GFWC Boilerplate*

A boilerplate is a standard message that is used repeatedly detailing an organization's purpose, mission, and history. All members are encouraged to use the GFWC boilerplate in written communications, such as press releases, letters, newsletters, etc.

#### **Short Version**

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 100,000 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, including how to join or start a GFWC club in your area, go to [www.GFWC.org](http://www.GFWC.org) or call us at 1-800-443-GFWC (4392).

#### **Long Version**

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 100,000 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.

Accomplishments include: establishing 75 percent of the country's public libraries, developing kindergartens in the public schools, working for food and drug regulation, and domestic violence awareness and prevention.

Located in Washington, D.C., GFWC Headquarters was built in 1875, and was named a National Historic Landmark in 1991. Purchased by GFWC in 1922, the splendid Victorian town home is filled with unique architectural details, art, and artifacts. GFWC Headquarters includes offices that house the professional staff serving members as well as the GFWC Women's History and Resource Center, which documents the social and political contributions of GFWC clubwomen and women volunteers through the GFWC archives, related special collections, and publications.

For more information, including how to join or start a GFWC club in your area, go to [www.GFWC.org](http://www.GFWC.org) or call us at 1-800-443-GFWC (4392).

## **GFWC CLUBWOMAN MAGAZINE**

*GFWC Clubwoman Magazine* is GFWC's premier publication. It is one of our most useful and beneficial communication tools for informing and educating clubwomen as *GFWC Clubwoman Magazine* contains the latest club news, program updates, valuable resources, in-depth features, and helpful tips.

### *Content*

*GFWC Clubwoman Magazine* is your magazine, and its quality and success lies with each of you. Club members are encouraged to submit newsworthy stories, detailing projects, fundraising activities, and programmatic accomplishments. Every club should have a goal of submitting at least one article or announcement per year on its most outstanding program, fundraiser, membership recruiting tool, or other innovative project.

### **Articles**

Help your fellow clubwomen find ideas on programs and events by sharing your story.

- Include who, what, when, where, why, and most importantly, how.
- News stories should emphasize your club's activities and accomplishments, and why it is interesting. Human interest, humor, and innovative ideas make the best story topics.
  - Has your club implemented a modern solution to an old problem?
  - Have you developed a new approach or twist to an established project or program?
  - Is your club engaged in any legislative efforts, or is it working on any projects that directly relate to GFWC Resolutions?
  - How does your club raise money?
  - What are your secrets to successful membership recruiting and retention?
- Articles can be submitted to GFWC by completing the online "Submit Your Club News" form online at [www.GFWC.org](http://www.GFWC.org); by sending an e-mail to [PR@GFWC.org](mailto:PR@GFWC.org), or by mailing a typed article to GFWC Headquarters, Attention: *GFWC Clubwoman Magazine*, 1734 N Street NW, Washington, DC, 20036-2990.
- Deadline for article submission is the first of the month, two months prior to the particular issue (i.e., February 1, for the April+May issue).
- Be sure that all information is accurate and spelled correctly (particularly names, titles, places, etc.). Include contact information for content verification and any follow-up information.

*For information on the latest tools and resources available to recruit and retain members, review the GFWC Membership Advancement Guide in the GFWC Club Manual or online at [www.GFWC.org/ClubManual](http://www.GFWC.org/ClubManual).*

For information on creating the best fundraising efforts for your clubs, review the *GFWC Fundraising Advancement Guide* in the *GFWC Club Manual* or online at [www.GFWC.org/ClubManual](http://www.GFWC.org/ClubManual).

To review the *GFWC Resolutions*, go to [www.GFWC.org/Resolutions](http://www.GFWC.org/Resolutions).

## Photographs

A good photograph tells a great story. Photographs attract people to read the article.

- Take more shots than you will use so you have a variety from which to choose. If you're using a digital camera, you don't have to worry about wasting film. Try both horizontal and vertical (landscape and portrait) shots.
- Plan your photo so something is happening. People standing or posing together do not make interesting photos.
- Do not cram a lot of people into the frame. It is recommended that you limit photographs to no more than five people.
- Strive for simplicity. Remove water glasses, soda cans, purses, wastebaskets, and anything that clutters the photo.
- Create emphasis. If you're photographing a person, bring the subject forward from the background so the emphasis is on him or her. Subjects should not be leaning up against a wall. Try positioning the subject so his or her body is slightly angled (not directly facing the camera) with the head turned to face you.
- Think color. Does it add or detract? It's more visually interesting if someone has a solid color blouse or jacket. Black, white, or neutral clothing usually does not come out well.
- Experiment with different angles and try several different ideas. Try moving the person in the scene. Have them move forward or position themselves differently.
- Plan for the best lighting. Use natural light from a window to highlight your subject. Never photograph someone standing directly in front of a bright window. Instead have the light hitting them. Make sure there is enough light—if not, your photo quality will suffer. Direct flash is not always a good solution. Ambient and natural lighting are your best bets.
- Make sure your digital camera is set to take photos with the largest file setting—at least 300 dpi—when taking photos for *GFWC Clubwoman Magazine*. If it's for Web or computer presentations, lower quality settings (72 dpi) are fine.

## Subscriptions

Published bi-monthly, annual subscriptions are \$10 (as of July 2010), and if your entire club subscribes, there is a two dollar discount, making the annual subscription eight dollars per member. A complimentary copy is sent to your club president. However, it does not belong to her alone; the

subscription belongs to the club. Each club president should share her complimentary copy with fellow clubwomen. Club presidents are encouraged to bring the most recent issue of *GFWC Clubwoman Magazine* to every club meeting.

Subscription forms are available in the Forms section of the *GFWC Club Manual*, in each issue of *GFWC Clubwoman Magazine*, and online at [www.GFWC.org](http://www.GFWC.org). Contact GFWC Membership Services at 1-800-443-GFWC to subscribe over the phone.

## **USING ALL COMMUNICATION SOURCES**

There are numerous ways in which you can communicate your club's activities and accomplishments to both internal and external audiences.

### *Newsletters*

Newsletters are one of the most effective and efficient methods of informing GFWC members about projects, programs, events, partnerships, and issues.

- Appoint a newsletter chairman.
- Identify a format that works best for your membership and your budget. Possibilities range from a plain, one page, photocopied document to more elaborate multi-page, colorful newsletter with photos.
- Newsletters should convey knowledge, generate enthusiasm, and enhance the organization's public relations outreach, membership recruiting and retention, program development and reporting, and strategic plan.
- Determine the newsletter's frequency (*i.e.*, monthly, bi-monthly, quarterly).
- Create an editorial calendar and set deadlines for article submission. Suggested topics include:
  - President's Column – Letter from your club, district, and/or state president
  - Member Profiles – A glimpse into the lives of fellow club members and their experiences; Feature a different member in each issue.
  - Calendar of Events – Important dates such as meetings, programs, events, Federation Day, club anniversary, holidays, observances, and member birthdays.
  - Club News – Program updates, accomplishments, recent events, awards, accolades, and community recognition
  - Headquarters Highlights, information provided to your club by GFWC via *GFWC Clubwoman Magazine*, *GFWC News & Notes*, and online from [www.GFWC.org](http://www.GFWC.org).
- Assign article writing to club members based on responsibilities as leaders and project organizers.
- When appropriate, solicit an article from a community leader (*i.e.*, elected officials, chamber of commerce president), or local community program or project partner.

- Consider publishing thank you notes or letters of praise.
- Share information found in GFWC publications, using the appropriate copyright information, which can be found in the *GFWC Stylebook*.
- Include action photos, when possible, as they add interest to your newsletter.
- Provide club contact information.

*The GFWC Stylebook can be viewed and downloaded at*  
[www.GFWC.org/GFWCMembers](http://www.GFWC.org/GFWCMembers).

### **Newsletter Contest**

GFWC will recognize one club in the nation annually with a \$50 award for creative and outstanding achievement in producing a club newsletter. GFWC certificates are awarded annually at the International Convention to one state federation in each membership category to recognize creativity and outstanding achievement in producing a state federation newsletter.

*For detailed information and instructions regarding this contest, review the Newsletter Contest in the GFWC Club Manual or online at*  
[www.GFWC.org/GFWCMembers](http://www.GFWC.org/GFWCMembers).

### *Websites*

Effective outreach to members and communities increasingly relies on the ability to share information via the Internet. Clear-cut, well-organized, and frequently-updated websites convey credibility, enthusiasm, and effectiveness, and can be a key component in your club's public relations outreach; membership recruiting and retention; program development and reporting; and operational planning.

- Appoint a website chairman for your club and/or state federation.
- Create contact e-mail account (*i.e.*, GFWC@GFWC.org, GFWCStudyClub@gmail.com) and assign someone to check it regularly.
- Identify a technology solution that works for your level of knowledge—possibilities include full technological support by a professional, assistance provided by tech-savvy friends or family, volunteers from local schools looking for practical experiences, to running and maintaining the website on your own.
- Secure a domain name that properly portrays your federated name in an uncomplicated manner, and includes 'GFWC.'
- Link to [www.GFWC.org](http://www.GFWC.org) to show that your club/state federation is a part of GFWC.
- Include your website address in all printed materials, including press releases, business cards, brochures, fliers, and posters.
- Provide the following information on your website:

- Meeting announcements, event information, and project-related activities.
- Club/state federation history, noting important milestones and accomplishments, officers, past presidents, and other notable achievements.
- Develop a plan for updating the website, sharing responsibilities for writing new content among the group.

### **Website Contest**

GFWC will recognize one club in the nation annually with a \$50 award to recognize outstanding achievement in the GFWC Website Contest. GFWC certificates are awarded annually at the GFWC International Convention to one state federation in each membership category to recognize creativity and outstanding achievement in producing a state federation newsletter.

*For detailed information and instructions regarding this contest, review the Website Contest in the GFWC Club Manual or online at [www.GFWC.org/GFWCMembers](http://www.GFWC.org/GFWCMembers).*

### **MEDIA RELATIONS**

The primary goal of media relations is to garner positive publicity for an organization’s mission, policies, and practices. Media relations is more specific than public relations. Media relations refers to the relationship between an organization and journalists, while public relations extends beyond the media to the general public. Keep in mind that what is important to your club may or may not be important or of interest to the media. News value and relevance drive coverage, meaning that the media decide what is newsworthy and will evaluate your story idea accordingly.

#### *Develop a Relationship*

Relationship building is a key element in obtaining media coverage. Credible and consistent efforts should be made in developing relationships with key personnel at various media outlets (newspapers, magazines, television, radio, blogs) to increase the chances of information being published. The stronger the relationship, the more publicity you will receive. Further, members of the media will be far more likely to take your call or read your press release if he or she knows your name and is familiar with your club.

- Identify the media outlets (newspapers, magazines, television stations, radio stations, cable access channels, blogs, and community newsletters) that you want to work with.
- Conduct a little research to find out the best person(s) to contact. Identify the area of interest and expertise for each journalist.
- Develop a contact list that includes names, addresses, e-mail addresses, and phone numbers for each for each reporter and media outlet.

- Determine the best way to reach each reporter. Some journalists prefer phone calls while others prefer e-mail communication.
- Invite a journalist to speak at a club meeting about the best ways to gain publicity. This is a great way to educate her/him on your club activities, mission, and accomplishments.
- State federations may consider inviting media members to your state convention to serve as emcee for an awards banquet or a panel of reporters for a “Meet the Media” workshop.
- Recognize outstanding achievement by local journalists.
- Share information with your local reporters on the annual *GFWC Jane Cunningham Croly Award for Journalistic Excellence*. Information is available at [www.GFWC.org](http://www.GFWC.org).

### *Press Releases*

A press release provides a reporter with the basics s/he needs to prepare a story. The information should be written in a concise and straightforward manner about club projects, programs, and accomplishments, highlighting the news value of GFWC’s work in the community.

- Develop a news “angle” or “hook” to pique the media’s attention and increase the chances for media coverage. Consider the following:
  - Is this relevant beyond GFWC?
  - What is the impact (i.e., dollars raised, people served, lives affected, community improvement)?
  - Why is this story significant?
  - Is it unique or unusual?
  - Does it improve people’s lives?
  - Major achievements (i.e., significant anniversary, recognition from a program partner or legislative body)
  - Is there a human interest angle?
- Include these basic elements in every press release:
  - GFWC Emblem
  - **FOR IMMEDIATE RELEASE:** These words should appear in bold face type the upper right-hand margin, just under the GFWC emblem. You should capitalize every letter.
  - Contact Information: Designate one or two members as media liaisons or club spokespersons. Include their names, telephone numbers, and e-mail addresses on the release. Be sure they are knowledgeable about the information contained in the press release as well as the club, state federation, and GFWC.
  - Headline: Skip two lines after your Contact information and use a boldface type.
  - Dateline: This should be the city where your club is located and the date the release is issued.

- **Lead Paragraph:** The first paragraph needs to grasp the reader's attention and should contain the relevant information to your message (who, what, when, where, why).
- **Text:** The main body of your press release where your message should fully develop.
- Add three number symbols (# # #) at the end of the release in the center of the page. This conveys that the release is completed.
- **Boilerplate:** The standard message that details GFWC's purpose, mission, and history.
- Include your club's address and website information, if applicable.
- **Proofread.** Always proofread your work before sending the release. Whenever possible, have someone else review the document for spelling, grammar, and fact-checking,
- **Distribute your press release to local media.** Most media outlets prefer to receive releases via e-mail, but it's best to check with the journalist to determine his/her delivery preference.
- **Follow-up with your media contacts to ensure they received the press release and to determine if they have any follow-up questions.**
- **When appropriate, send a note with a story idea to a columnist or reporter proposing a story idea.** Determine the particular journalist's area of focus and expertise.

**GENERAL FEDERATION  
of WOMEN'S CLUBS**

*www.GFWC.org*



**FOR IMMEDIATE RELEASE**

Contact: [Club President or Appropriate Chairman]

P: [Contact Phone Number]

E: [Contact E-mail Address]

**HEADLINE USING ALL UPPERCASE LETTERS**

*Subtitle in Italics*

**Month Day, Year (City, State)** – Opening paragraph should contain: who, what, when, where, why, and how.

Remainder of body text should include any relevant information, including benefits, statistics, area of impact, etc. Add quotes from club president, community leaders, program partners, or elected officials. Be sure the quote is appropriate based upon the press release topic and you have the person's permission to use the quote.

*At end of release insert:*

# # #

*(Indicates press release is finished)*

[Add Boilerplate]

**About 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 100,000 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.

[Organization Contact Information]

1734 N Street NW | Washington, DC 20036-2990 | [www.GFWC.org](http://www.GFWC.org)

Phone: 202-347-3168 | Toll Free: 800-443-GFWC (4392) | F: 202-835-0246

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*Other Media Communication Tools*

Press releases are not the only way to communicate with the media. Other mediums include media advisories, photo releases, opinion letters, and public service announcements.

**Media Advisories**

Media advisories are used to announce events to the media, especially when your goal is to have journalists attend the event. Include information that will catch the journalist's attention, such as dignitaries in attendance, photo opportunities, and special presentations.

## **Calendar Listings**

All newspapers and many television, cable, and radio stations announce community events. The publication deadline is usually far in advance of event date. Check the calendar listing policies and guidelines for your local media outlets.

## **Photo Releases**

Photo releases are sent after an event takes place and the media was not in attendance. Many local newspapers are reducing staff and are not able to cover events in person. When sending a photo, include contact information as well as the names of everyone in the photo. Be sure names and titles are accurate and spelled correctly.

## **Letters to the Editor and Opinion Letters**

Letters to the editor are usually written in response to an ongoing community problem, when seeking support for a project or program, or when encouraging legislative action on a particular subject. Be as informed as possible when writing this type of correspondence. Include your contact information when submitting the letter as many news agencies verify information prior to publication.

## **Public Service Announcements**

The Federal Communications Commission defines a public service announcement as “any announcement for which no charge is made and which promotes programs, activities, or services of federal, state, or local governments, the programs, activities, or services of nonprofit organizations, and other announcements regarded as serving community interests, excluding time signals, routine weather announcements, and promotional announcements.”

GFWC developed a video PSA, “I’m a GFWC Woman,” in March 2010. Available in the GFWC Marketplace at [www.GFWC.org/Marketplace](http://www.GFWC.org/Marketplace), clubs and state federations are encouraged to send the PSA to local television stations, including community access and cable stations. You can also prepare a public service spot for local radio stations. Clubs and state federations may use the following GFWC public service announcement or alter the contents to meet the needs of your club or state federation:

“Looking to make a difference? Look no further than your own backyard. The General Federation of Women’s Clubs is there. Lend your time and experience through GFWC. For more than a century, we’ve united women’s clubs with people dedicated to strengthening communities in the U.S. and abroad. GFWC members work locally to create global change. For a GFWC club near you, contact us at 1-800-443-GFWC or [www.GFWC.org](http://www.GFWC.org).”

## **Briefing Kit**

A briefing kit refers to the information compiled to provide background details and talking points for clubwomen involved in recruiting members, developing programs, raising awareness about GFWC, and communicating with the public. The GFWC Briefing Book contains a wealth of information on our organization's history, reputation, programs, achievements, and benefits of belonging. It is available online at [www.GFWC.org](http://www.GFWC.org).

Clubs are encouraged to create their own briefing kits, including the following items:

- Most recent issue of club newsletter
- GFWC brochure or tri-fold, both available in the GFWC Marketplace at [www.GFWC.org/MarketPlace](http://www.GFWC.org/MarketPlace).
- GFWC Women's History and Resource Center Brochure
- GFWC and club Achievements
- Description of GFWC Community Service Programs, GFWC Signature Project: Domestic Violence Awareness and Prevention, and GFWC Juniors' Special Project: Advocates for Children
- Federation and club Facts (mission, founding, goals, accomplishments, historic headquarters)
- Notable Clubwomen (local, state, and national, where applicable)

## **SOCIAL MEDIA**

Social media, in very plain terms, is a social instrument of communication. Think of traditional media as a one-way street where you can always read a newspaper or listen to a report on television, but you have very limited ability to give your thoughts on the subject. Social media, on the other hand, is a two-way street that gives you the ability to engage in an interactive dialogue. Your voice is heard.

Social media gives people the power to share. It makes the world more open and connected. Social media includes the various online technology tools that enable people to communicate easily via the Internet to share information and resources. It can include text, audio, video, images, podcast, and other multimedia communications.

GFWC is keeping pace with new technologies to help us stay connected to club members, and help club members connect with one another! While there are many social media sites—Twitter, Flickr, MySpace, YouTube—Facebook is the social media site that resonates best with GFWC members.

## *GFWC on Facebook*

GFWC maintains both a Facebook Group and Facebook Page. There is much debate and confusion as to the difference between the two. As Facebook continues to make changes to its site, it complicates the matter even further, leaving even senior social media executives stumped.

Pages are more public way to show support for a product, organization, or interest. Pages operate much like the way individual profiles work on Facebook. Pages have the ability to have friends, they can add pictures, and they have walls where fans can post messages. Pages communicate by “updates” which show on the update tab or a person’s wall if they’re a fan and have allowed the page to show updates. Pages can have applications as well.

Groups are a bit different than Pages. Pages can be open to the entire Facebook community, closed (where users must get administrator approval to join), or secret (invite only). Groups have administrators that manage the group, approve applicants, or invite others to join. Because of these privacy settings, Facebook’s groups are analogous to clubs in the offline world. Administrators can invite members to join via Facebook mail and email, and public groups can be found via Facebook search. The major disadvantage to the Group is that it is limited to 5,000 friends.

Groups are great for organizing on a personal level and for smaller scale interaction around a cause. Pages are better for organizations who want to interact with members without having them connected to a personal account, and have a need to exceed Facebook’s 5,000 friend cap. As long as a Group is under 5,000 members, Group administrators can send messages to the Group members that will appear in their inboxes. Page administrators can send updates to fans through the Page, and these updates will appear in the “Updates” section of fans’ inboxes. There is no limit on how many fans you may send an update to, or how many total fans a Page can have.

Groups are great for organizing on a personal level and for smaller scale interaction. Pages are better for businesses, bands, movies, or celebrities who want to interact with their fans or customers without having them connected to a personal account, and have a need to exceed Facebook’s 5,000 friend limit. A Facebook Group may be more attractive to clubs, whereas a Facebook Page is better suited for GFWC headquarters and state federations.

Facebook provides powerful ways to generate awareness, enhance member communication, and build relationships with members and potential members on Facebook.

Both GFWC’s Group and Page are open to anyone and all GFWC members (and friends and family) are encouraged to join. Join the GFWC Facebook Page at [www.Facebook.com/GFWCMembers](http://www.Facebook.com/GFWCMembers).

### **Creating a Facebook Group**

- Designate a member to serve as Facebook administrator who manages the group, approves applicants, or invites others to join.
- Go to *www.Facebook.com/Groups/Create.php*.
- Fill in information about the type of group.
- Set join permissions so that they are either open to anyone, closed (need administrator approval to join) or secret (invite only).

### **Creating a Facebook Page**

- Designate a member to serve as Facebook administrator who manages the group, approves applicants, or invites others to join.
- Go to *www.Facebook.com/Pages/Create.php*.
- Create a new page.

### **Linking to Your Facebook Page**

- Promote GFWC's Facebook Page to help raise GFWC's visibility and attract new members.
- Clubwomen are encouraged to interact with the GFWC Facebook Page and show their support as "fans." The more fans who interact with GFWC, the more opportunities we will have to promote the great work clubwomen do in communities throughout the world. A Facebook Page thus provides you with powerful ways to generate awareness, connect with current and potential members, and build relationships with your fan base on Facebook.
- Download the "Find Us on Facebook" to promote the GFWC Facebook Page at *www.Facebook.com/pages/manage/promo\_guidelines.php*.

## **COMMUNITY AWARENESS**

For over 120 years, GFWC members have been leaders in community volunteering and advocacy. While many clubs are well-known within their individual communities, the collective impact of over 100,000 women improving their respective communities through volunteer service is not as powerful as it could be. Making GFWC a part of your club name and using the GFWC emblem in all communication materials will result in a heightened awareness of GFWC. This will lead to greater partnership and collaboration opportunities for clubs everywhere.

### *Celebrate Federation Day*

Celebrate Federation Day on April 24 and Volunteers in Action Week (during the week that includes April 24) with a publicity activity. Each year, GFWC clubs celebrate this important day in their local communities, states, and across the nation. Projects and activities focus on publicizing GFWC clubs and

the work that members do in their communities; recruiting new members by raising awareness about the benefits of belonging to GFWC; supporting volunteer activities with collaborating organizations; and fulfilling GFWC's mission to enhance the lives of others through volunteer service.

### **Proclaim April 24 as GFWC Federation Day**

- Present a proclamation to your community's local governing body asking them to recognize April 24 as GFWC Federation Day.
- Proclamations generally consist of two to five statements about the organization or event being recognized. These can be both general and specific, depending upon the goals of the proclamation. Consider the many layers of the Federation Day celebration when writing your proclamation—it's not only a club-level event, but also a state, regional, national, and international day of honor for GFWC.
- After the two to five statements of fact (which are preceded by the word WHEREAS), include the phrase THEREFORE BE IT RESOLVED and then include language that presents the organization or event being recognized. Don't forget to include the date. You may opt to have additional resolutions, which are included with the phrase AND BE IT FURTHER RESOLVED.
- When presenting the proclamation to officials, be sure to have them sign in descending order of rank. You may request as many signatures as you like, though each agency should be presented with a separate proclamation. Ask for a city/county seal to mark your proclamation as official.
- Sample Proclamations and other Federation Day activities, including Done-in-a-Day projects, can be found in the *GFWC Federation Day Celebration Guide*. This publication is available in the comprehensive online version of the *2010-2012 GFWC Club Manual*.

### *Special Events*

Hosting special events draws attention and brings people together to learn about the organizations. Holiday receptions, candidates' forums, art shows, book signings, lectures, and discussions are only a few examples of events in which clubs can participate. Consider partnering with local organizations to expand your outreach efforts. Be sure the club receives recognition for your efforts in event signage and recognition materials.

### *Sponsorships*

If you don't have the resources to host or plan a special event, sponsor a relevant event that someone else is organizing. Make sure your sponsorship is acknowledged on advertising, programs, posters, or other promotional materials.

- Sponsor a local sports team (*i.e.*, Little League, soccer, basketball). Team sponsorships are usually inexpensive, help young people, and generate positive awareness within the community.

- Adopt a Highway. Contact the Department of Transportation to arrange adoption of a section of local highway. The department will provide a sign with your GFWC club name and instructions on how to plan your clean-up events.

### *Other Considerations*

- Strengthen GFWC’s presence and role within your community by representing the Federation on the boards of other local organizations and associations (i.e., chambers of commerce, beautification committee, and library board). Check with community officials to determine available opportunities in your area.
- Participate in community events, such as parades, holiday lighting celebrations, high school athletic events, and other community-wide celebrations.

## **LEGISLATION AND PUBLIC POLICY**

The primary objective for GFWC’s Legislation and Public Policy is to involve GFWC members in grassroots advocacy for GFWC Resolutions and priority issues.

### *Educate*

Successful civic participation requires knowledge and understanding of issues, processes, and policies.

- Appoint an interested and informed member to serve as Public Policy Chairman.
- Become familiar with the public policies of GFWC by reviewing the current GFWC Resolutions.
- Devote time at club meetings for discussions about existing resolutions, proposed amendments, current events, and news stories of interest.
- Subscribe to LegNet—GFWC’s electronic newsletter that advances and supports GFWC’s impact on important policy issues.
- Participate in issue-awareness programs and nonpartisan issue panels in your community.
- Read the “Watching Washington” and “Program Updates” columns in *GFWC Clubwoman Magazine*. Report on this information at a club meeting.
- Visit GFWC online at [www.GFWC.org](http://www.GFWC.org) to learn more about priority issues and how you can advocate, as well as download information on how to plan a legislative day and how to study an issue.
- Encourage fellow clubwomen to read the *GFWC Guide to Public Policy and Advocacy*—available in the comprehensive online version of the *2010-2012 GFWC Club Manual*—to learn about the legislative process, how members become involved with Federation advocacy, and opportunities and restrictions as a GFWC advocate.
- Create club programs to educate members and the community of government at all levels as well as the responsibilities of elected and appointed officials.
- Distribute or develop a directory identifying public officials and their contact information.

- Educate club members on the legislative process (e.g., how a bill becomes a law).

### *Engage*

GFWC clubwomen have the opportunity to make an impact on public policy by encouraging civic participation.

- Members should familiarize themselves with GFWC Resolutions in order to become informed and involved.
- Invite a national, state, or district public policy chairman to a club meeting to discuss GFWC's impressive history of advocacy and current advocacy efforts.
- Invite an elected official to discuss the importance of constituent involvement.
- Hold a letter-writing session after a club meeting. Have each member write a short letter on club stationery to a legislator, stating her perspective on an issue chosen by the club. Provide envelopes that are stamped and addressed. Mail the letters immediately.
- Make an appointment with a state or national legislator in their home office to discuss GFWC's top legislative priorities.
- Hold a legislative day. Plan a visit for your club to local or state legislatures to advocate for an issue or piece of legislation that is important to you and your community.

### *Mobilize*

Develop a comprehensive club strategy to actively advocate GFWC priority issues.

- Develop programs on civic participation at the state, district, region, and club levels.
- Study GFWC LegNet alerts and *GFWC Clubwoman Magazine* articles; choose an issue that is important to your members; decide how to promote public awareness of this issue; and work to get necessary legislation introduced and/or affect pending legislation.
- Use advocacy guides and tools such as state and GFWC Resolutions, the *GFWC Guide to Public Policy and Advocacy*, voting records of elected officials, and community and Federation networks.
- Network with other groups and establish coalitions for public policy and legislative initiatives within your state and community.
- Attend public forums and meetings on issues of interest and importance.
- Become familiar with and participate in national campaigns supported by GFWC. For more information on special initiatives, contact the GFWC Legislation and Public Policy Chairman or GFWC Senior Director of Public Affairs.
- Encourage women's involvement in the legislative process; become familiar with the women's caucuses; educate yourself and others on the effects of budget cuts on programs to benefit women and children; and encourage women to run for elected offices.

Help formulate and guide GFWC's public policy positions.

- Educate club members on GFWC Resolutions, which provide the foundation for all of GFWC's public policy positions.
- Involve club members in developing Federation policy positions through participation in your state federation's and GFWC's resolutions process.
- Read and discuss proposed resolutions and amendments published in the *Call to Convention* in the April+May issue of *GFWC Clubwoman Magazine*.
- Send a club delegate to meet with your elected state officers about club positions on public policy issues. This enables state officers to bear your club's positions in mind as they participate in the debate and vote on proposed resolutions and amendments at Board Meetings and the GFWC Annual International Convention.

## RESOURCES

The White House | [www.WhiteHouse.gov](http://www.WhiteHouse.gov) | P 202-456-1414

This official website of the President of the United States contains comprehensive information on our country's executive branch, including the White House Blog, featured legislation, and important issues.

The United States Senate | [www.Senate.gov](http://www.Senate.gov)

P: 202-224-3121 | Democratic Cloakroom P: 202-224-8541 | Republican Cloakroom P: 202-224-8601

The cloakroom phone numbers provide a recorded message with up-to-date reports about activity on the Senate floor.

The United States House of Representatives | [www.House.gov](http://www.House.gov)

P: 202-225-3121 | Democratic Cloakroom P: 202-224-7400 | Republican Cloakroom P: 202-224-7430.

The cloakroom phone numbers provide a recorded message with up-to-date reports about activity on the House floor.

General Accounting Office | [www.GAO.gov](http://www.GAO.gov) | P: 202-512-4800

The General Accounting Office is a non-partisan, investigative arm of Congress. Through reports, Congressional testimony, and legal findings, the GAO advises Congress and federal agencies about becoming more responsive and efficient. These reports are available to the public.

Government Printing Office | [www.Access.GPO.gov](http://www.Access.GPO.gov) | P: 202-512-1800

The Government Printing Office was established by Congress to serve the printing and information needs of Congress and is the focal point for all Federal printing. GPO offers a growing number of government publications online and operates regional bookstores. GPO documents are distributed to approximately 1,400 federal depository libraries nationwide.

Library of Congress | [www.Thomas.LOC.gov](http://www.Thomas.LOC.gov) | P: 202-707-5000

Thomas is maintained by the Library of Congress and provides information about all pending legislation. This site provides comprehensive bill information including, title, number, statues, description, text, and cosponsors. It also details bills and laws from recent Congressional sessions.

C-SPAN | [www.C-SPAN.org](http://www.C-SPAN.org) | P: 1-800-523-3174

C-Span provides televised proceedings of Congress and other public policy programming. Check local listings for stations.

For state-specific public policy resources, contact your state's legislature's office.

## **AWARDS**

### *GFWC Club Awards*

A \$50 award will be given annually to one club in the nation to recognize creativity in implementing an effective GFWC Communications and Identity program. The award will be based on report narratives. State chairmen should forward the winning state entry to the national GFWC Communications and Identity Chairman by March 15 each year.

A \$50 award will be given annually to one club in the nation to recognize creativity in implementing an effective GFWC Legislation and Public Policy program. The award will be based on report narratives. State chairmen should forward the winning state entry to the national GFWC Legislation and Public Policy Chairman by March 15 each year.

### *GFWC State Awards*

GFWC awards will be presented annually to one state in each GFWC membership category to recognize outstanding achievement in the GFWC Communications and Identity program. Award presentations will be made annually in honor of Junior and general membership participation at the GFWC Annual International Convention.

GFWC awards will be presented annually to one state in each GFWC membership category to recognize outstanding achievement in the GFWC Legislation and Public Policy program. Award presentations will be made annually in honor of Junior and general membership participation at the GFWC Annual International Convention.

## **CONTESTS**

### *GFWC Newsletter Contest*

A \$50 award is given annually to one club in the nation to recognize creativity and outstanding achievement in the GFWC Newsletter Contest.

GFWC certificates are awarded to one state federation in each membership category to recognize creativity and outstanding achievement in producing a state federation newsletter.

### *GFWC Publicity Book Contest*

GFWC will award cash prizes to three clubs in the nation to recognize creativity and achievement in the GFWC Publicity Book Contest. Winning entries will be displayed at the GFWC Annual International Convention. Prizes are awarded as follows:

First Place - \$150

Second Place - \$100

Third Place - \$75

Honorable Mention - Certificates

### *GFWC Website Contest*

A \$50 award is given annually to one club in the nation to recognize outstanding achievement in the GFWC Website Contest.

GFWC certificates are awarded to one state federation in each membership category to recognize outstanding achievement in the GFWC Website Contest.

*Refer to the Awards, Contests, and Grants section of the GFWC Club Manual for complete contest guidelines or review information online at [www.GFWC.org/GFWCMembers](http://www.GFWC.org/GFWCMembers).*