



NEWS & NOTES

YOUR WEEKLY UPDATE ON GFWC NEWS

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March 21, 2024



2024 GFWC Annual Convention: [Register Now](#)



2024 GFWC Annual Convention Program Ads

Celebrate the special clubwomen in your life with a feature in the 2024 GFWC Annual Convention Program!

Ad submissions and payment are due **April 1, 2024**, to Candice Gill, Design & Publications Manager,

CGill@GFWC.org

[Download Form](#)

Featured Entertainment



Howl at the Moon Dueling Pianos

Howl at the Moon's world-famous dueling pianos are coming to "A Night at the Diamond Club" for an unforgettable evening of high-energy entertainment! Their interactive and dynamic shows are unlike any other, and you won't want to miss this one!

Jay Allen

Singer | Songwriter | Entertainer |
Philanthropist

Known for his philanthropic work spurred on by his mother's passing from Alzheimer's in 2019, Jay has gone on to raise well over \$100 million to help fight the disease.



He's been featured on NBC's The Voice, ABC World News, PeopleTV, Pickler & Ben, and People & Forbes Magazine, among many others. He was selected as The Highway Find on Sirius XM with his song "Sounds Good To Me," won the 2022 Country Now Awards as Favorite Competition Contestant, was recognized as one of Music Mayhem Magazine's 2023 Artists to Watch, and is currently on radio tour pushing his first radio single, "No Present Like The Time," which has been highly reviewed by programming directors nationwide.

Celebrated for his philanthropic work in 2023, Allen was presented The Caregiver Award by The National Alzheimer's Association, was personally invited to The White House by First Lady Dr. Jill Biden, made history by performing the first-ever concert in the U.S. Capitol Building, and successfully concluded his first international tour in the United Kingdom, leading to airplay on BBC.

Jay recently signed a record deal with ONErpm and is currently on his first cross-country headlining tour, Night of Hope.

Host State Fundraising



\$30 each

GFWC Illinois is excited to welcome our GFWC sisters to Chicago for the GFWC Annual Convention. To help offset the cost of hosting the convention, Chicago 2024 Aprons are available for \$30 each. These navy blue and gold aprons are not only practical but also serve as a wonderful memento of your time in Chicago. GFWC Illinois is thrilled to welcome you to our beautiful state and our vibrant city. Your support is greatly appreciated and will contribute to the convention's success.

See you in Chicago!

To receive an order form, please contact Ruth Sloat at

slootruthgfwc@gmail.com



Women's History and Resource Center 40th Anniversary Celebration

Wednesday, May 1, 2024, from 3:30 to 6:30 pm

IN-PERSON EVENT at General Federation of Women's Clubs Headquarters -
1734 N Street, NW – Washington, DC 20036

Please join us at a special reception to celebrate the Ruby Anniversary of the GFWC Women's History and Resource Center (WHRC). Founded on May 1, 1984, the WHRC has spent forty years preserving the history of GFWC clubwomen and ensuring that this legacy of community service is accessible to all. Help us commemorate this important milestone as we look forward to the next forty years!

This event will feature tours of our historic Headquarters (including the WHRC Archives and Library), as well as exhibits highlighting favorites from the WHRC collection.

Light refreshments will be served.

Music by Kristen Jepperson, Harpist.

[REGISTER NOW](#)

Special Hotel Room Rate for WHRC Anniversary Celebration, May 1, 2024

Book your room at the Courtyard by Marriott, directly across the street from GFWC Headquarters.

Rates are available Tuesday, April 30 – Friday, May 3. Bookings close Tuesday, April 16.

[Book Group Rate Room](#)



Advocate to Vaccinate

Advocate to Vaccinate with Shot@Life this spring by raising your voice for vaccines for all. From March 20 to April 30, Shot@Life supporters across the country will take action, telling their members of Congress about the importance of funding global immunization programs, like UNICEF and Gavi, the Vaccine Alliance. GFWC clubwomen can make a difference during this time by signing the petition at bit.ly/gfwcpetition and asking their friends and family to do the same. Discover other ways to get involved during Advocate to Vaccinate at shotatlife.org/toolkit/

What is a Brand?

By: Bette Kuboushek, GFWC Communications and Public Relations Committee Member

What is a brand? According to Investopedia, a brand is a product or a business that has a distinct identity in the perception of consumers. The brand is created through elements of design, packaging, and advertising that distinguish the product from its competitors. We see GFWC's brand in our emblem/logo and in all that we do as an organization.

When GFWC rolled out the new emblem brand in November 2023, the purpose was to ensure consistency throughout the Federation. Throughout the Federation's 130 plus years of service, there have been many changes to the organization. But our mission has stayed the same—community improvement through volunteer service.

To rebrand the General Federation of Women's Clubs, each member, club, district, and state leader must actively participate in the effort. For years, we

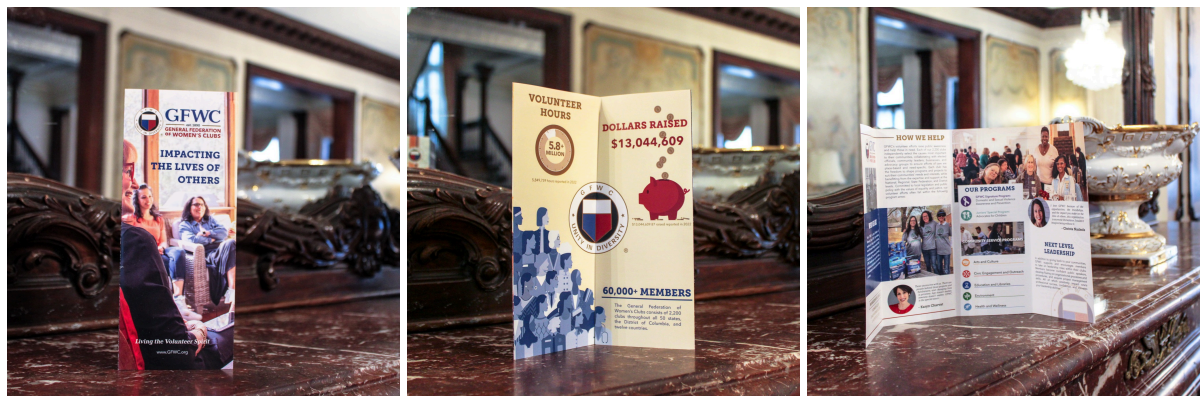
have asked members to be prepared with an elevator speech, wear emblematic apparel, and always be ready to promote GFWC as often as possible.

Check out the updated Style Guide in the member portal under “S” and the new emblems under “E.” The Style Guide has a wealth of information on ways to use the emblem, and there are assorted styles and colors to use, as well as emblems for specific states and regions.

When using the GFWC emblem on any social media outlets, be sure to use the new, updated one. You could also use your state or region emblem as the cover photo on your state or club Facebook page.

When posting on social media, use #IAMGFWC.

By using these ideas, you are ensuring that the entire world will know who GFWC is...The General Federation of Women’s Clubs!



Now Available: NEW GFWC Membership Brochures

Reach out to member prospects in style! This marketing piece illustrates who we are, what we stand for, and the importance of the work we do.

[Buy Now on Marketplace](#)

[Volunteers in Action:](#)

GFWC Glendale Woman's Club (AZ)



The 123-year-old GFWC Glendale Woman's Club had the pleasure of being honored by the Arizona House of Representatives as part of March Women's History Month. Club members were the guests of District 24 Representative Analise Ortiz, who arranged for a Proclamation to be read. Proclaiming March 13, 2024, as GFWC Glendale Woman's Club Day in Arizona.

Submit photos and a short story about the awesome things YOUR club is doing in the community to PR@gfwc.org.



GFWC Headquarters
1734 N ST NW | Washington, DC 20036

www.GFWC.org