

GFWC

Ideas, Information, Insight, and Inspiration

# Clubwoman

Magazine

WINTER 2023 | Volume 101 | Issue 1

## Sharing Our Holiday Traditions

See page 6





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WINTER 2023



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The magazine of the General Federation of Women's Clubs, whose members are dedicated to community improvement by enhancing the lives of others through volunteer service.

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## From the International President



Dear Fellow Members,

What a busy few months it has been! We held our Annual Convention in New Orleans and rolled right into the August 2022 Fall Board of Directors Meeting in Washington, DC! I loved having the Executive Committee and members of the 2022-2024 Board of Directors “in town” to kick off the Administration!

As I write this letter, we are rounding out the last of our Region Conferences. I want to say THANK YOU and CONGRATULATIONS to the eight incredible bright and shining stars, the Region Presidents: Dana Jones, Mary Pat Marcello, Pat Stevermer, Libby Wiers, June Ferguson, Beverly Lassiter, Joyce Johnston, and Sandi Conrady! I truly appreciated the fellowship and new friendships made with every stop. I could never thank you enough for the warm hospitality shown to President-elect Suellen Brazil and myself these past two months. Each of you, and all our GFWC clubwomen that attended their Region Conference, made us feel right at home!

While at GFWC’s home, I find myself spending time on each floor, looking once again at the priceless snapshots of the past. Other days while working in the President’s office, I think about all who have come before and all I have learned from them. Home is something that has been on my mind these past months. I am adjusting to my “new” life at Headquarters. Moving from my home in Joliet, Illinois, to this stunning mansion and historical landmark has been an exciting change. But as the excitement faded and the staff went home each night, I found myself alone, reflecting on what makes this place so unique. I quickly learned that the heartbeat of our Federation home **is the home itself**. Every Sunday returning from Region Conferences, she would welcome me back with open arms, like a long lost friend happy to see me. And it’s at that moment that I realize; this beautiful building **IS** my home. And it is **your** home. Forever.

That said, please join the Executive Committee in experiencing that tremendous feeling during **“Home for the Holidays,”** the annual Holiday Open House on Wednesday, December 7, at GFWC Headquarters! Through the Member Portal, you can register for either the 11 a.m. to 1 p.m. or 1:30 p.m. to 3:30 p.m. sessions.

Thank you for all you do to make your communities a better place to live, work and play, and I wish each of you the happiest holidays with family and friends. Here’s to Dreaming Big... Sparkling More...and Shining Bright in 2023!

*Always Living the Volunteer Spirit!*

*Deb Strahanoski*

**DEB STRAHANOSKI**  
GFWC International President

## From the Director of Junior Clubs



Dear Federation Family,

If there is ever a time of year to sparkle, I think we can all agree that December is it. While the twinkling lights, glittering ribbons, and glitzy party hats help with the festive look; this sparkle goes further. Pocketbooks become a little deeper, volunteers more plentiful, and pleasantries roll off the tongue more easily—we find there are more Cratchits than Scrooges in the world.

While it feels easier to become an Ebenezer at times, it is all of you that keep me grounded. It is the continued work and contributions that you make to your community that gives me hope. Thank you all for the inspiration you have given me the past 12 months.

The Junior Executive Committee determined that cybersecurity and safety for children was a desired area of emphasis early on. Over the past few months, I’ve been representing GFWC on a weekly coalition call with the National Center on Sexual Exploitation for the EARN IT Act. The Eliminating Abusive and Rampant Neglect of Interactive Technologies Act (EARN IT Act) is bipartisan legislation that removes immunity for social media and technology companies that knowingly facilitate the distribution of child sexual abuse materials on their platforms.

In September, we added the EARN IT Act to the Legislative Action Center (LAC) and sent calls for action from our members. I was very pleased to report in October that more than 2,500 messages have been sent to elected officials regarding this legislation, but we still need your help. Advocacy in legislation has been a core part of our organization and it is imperative we continue this work. I encourage all members join the LAC, review the issues, and take action as you see fit.

Thank you to each club, state, and Region who participated in a project for Advocates for Children week! I know that your local organizations benefitted greatly from the personal hygiene items, clothing, and blankets that have been donated in honor of this week. It was exciting to see the state proclamations being received honoring GFWC Advocates for Children Week around the country.

As your club reflects on the year past, I encourage you all to look for opportunities to Share Your Sparkle. Use the numbers you are reporting in posts and press releases to share with your community—let them know all that you do!

We have 12 months to celebrate and 12 months to anticipate... What actions could the Ghosts of the Past, Present, and Future inspire in you?

In Junior Love,

*Katie Moydell*

**KATIE MOYDELL**  
Director of Junior Clubs

# FRIENDS



# Giving

In our communities, in our states, in our country, and in our world as GFWC clubwomen, “We are There for You.” For older adults, veterans, survivors of abuse, neglected children, abandoned animals, fire and flood victims, and others, GFWC clubwomen have rolled up their sleeves and are ready to make their communities better, no matter what the challenge. But we can’t always do it alone, and it is important to recognize the individuals, businesses, and organizations that lend us a helping hand.



Together, the GFWC Membership, Leadership, and Communications and Public Relations Committees are pleased to introduce a GFWC National Event, GFWC Friendsgiving. It is a response to the GFWC Strategic Plan in the Membership Recruitment area (Objective 1B Develop New Programs/Events to Attract Members) to create an annual national recruitment event that can be used by every club and in the Public Awareness area (Objective 3F

Image Awareness) to enhance and broaden GFWC public image to better reflect the organization.

A GFWC Friendsgiving is a celebration with your community! It’s a time to gather under one roof your members who worked diligently to meet the needs of the community, sponsors and vendors who supported your club’s efforts, and organizations that have benefited from your efforts.

This time should also be used to invite past members to catch them up on what the club has been doing and your “micro-volunteers,” or individuals who assisted in the past with donations or hands-on participation. You know who they are—women who visited club meetings or participated in projects but have never joined.

The GFWC National Event can be scheduled at any time of the year. A



few fun GFWC Friendsgiving themes to consider include Ringing in the New Year with Friends around New Year's Eve, Show the Love for Valentine's Day, and Let the Summer Warm Your Heart, especially if your club takes a summer break. Of course, Federation Day in April would always be appropriate. Lastly, what is a better time to plan a GFWC Friendsgiving than around a milestone Club Anniversary?

The GFWC Box of Gems, located in the "F" Resources folder of the Member Portal Digital Library, provides tools to assist with making your club's GFWC Friendsgiving a success, including the GFWC Friendsgiving logo, sample invitations, a press release, checklist for the event, and much more. After the big reveal at the GFWC Board of Directors meeting and on social media, GFWC found that a few clubs had participated in a Friendsgiving already. Here is what they had to say:

**Jobeth Wampler** - *"My favorite memory of this was that I spent hours making this Junior's Original Cheesecake to bring to the event. I told my husband to watch it like a hawk while it cooled because our very tactile, autistic son had a fascination with touching things. I left the house to pick up a few more things for the party and returned to a great, big handprint in the cheesecake! The members wanted it at the event anyway. They were all so kind and understanding, even bringing joy to the mishap because a curious child's handprint meant he was exploring. It was a great reminder that things don't have to be "perfect" to be perfect."*

**Tammy Griffith** - *"It was a wonderful time to come together as friends under a common purpose, volunteering. I am grateful that the canned food drive was able to reach the tables of those in need. Bringing our sponsors together with members was an opportunity to reflect on our many blessings."*

**Michele Small** - *"Each of us met someone from a different circle of volunteerism but united we had a heart for our fellow women in need. By the end of the celebration, not only was a glass raised in celebration but for the funds raised for the local human trafficking rescue shelter."*

**Laura Connelly** - *"Participating in a Friendsgiving was such a great opportunity to increase awareness of GFWC as various community groups came together. It was also a wonderful way to thank those community partners, support an important cause with our donations, and get to know others with a heart for service. Sharing a meal together solidified those relationships and opened dialogue about future ways to serve the community together. I highly encourage you to plan one for your club!"*




Some clubs are getting creative with outdoor craft events, book drive events, or celebrity visits. Bring the GFWC Friendsgiving to your community and create something special while sharing the GFWC brand with those who have worked alongside your club's efforts.

Don't forget to post pictures of your event on your club's social media page using #IAmGFWC and on the GFWC Advancement and Programs Forum page. Please include the club name, event, and event successes so GFWC members can experience what made the event fabulous.


A GFWC Friendsgiving can be the start of a new GFWC club tradition with those close to you who share the common bond of making a difference in the lives of others. The GFWC Membership, Leadership, and Communications and Public Relations Committees are ready and willing to help you succeed in hosting a GFWC Friendsgiving.

We can't wait to hear about your club's GFWC Friendsgiving event!



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Question? Contact Patty Gentry, GFWC Liaison, at  
[pgentry@marchofdimes.org](mailto:pgentry@marchofdimes.org)

Getting to Know Our  
GFWC International Clubs  
and Their

# Holiday Traditions

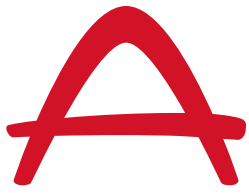
BY KATHRYN SOWERS, INTERNATIONAL LIAISONS COMMITTEE CHAIRMAN



The Woman's Club  
of Aruba enjoys  
Ponche Aruba, a  
signature drink  
comparable to  
eggnog, each year  
during the holidays.







As we enter the holiday season, let us get to know several of the GFWC International Clubs to share their traditions and cultures. The clubs are not only made up of transplanted Americans but women from around the world.

**The Woman's Club of Aruba** enjoys a signature drink at the holidays, Ponche Aruba, and it holds all the festive feels in one sip. Comparable to eggnog, it is the perfect cocktail to indulge in next to a warm fire pit, at a nice restaurant, or even at home. Needing only three ingredients, Ponche Crema Liqueur, spiced rum, and amaretto, this drink is fast, simple, and a go-to when entertaining. It is served over ice and can be garnished with grated cinnamon and/or a cinnamon stick.

**The American Woman's Club of Canada-Toronto's** December meeting has been designated "Holiday Happenings," as their members are of many faiths. Their tradition is to collect new hats, gloves, and mittens as well as new and used outerwear. Living in a place that can get below zero degrees, winter gear is very important. Members place their winter accessories on the "Mitten Tree" when they first come into the meeting. By the end of the meeting, they have a glorious view of donations, which go to an area homeless shelter.



The American Woman's Club of Canada-Toronto collects new hats, gloves, and mittens as well as new and used outerwear for those in need every year during the holiday season.



Traditional Chuseok Day Food, Korean Half-moon Shaped Rice Cake, as known as Songpyeon.

#### **Korea General Federation of Women's Club**

members and most Koreans do not celebrate Christmas as a religious holiday; instead, they treat it as a day to celebrate family or friends. The biggest holiday is the Lunar New Year (Seollal) and Korean Thanksgiving Day (Chuseok). Millions of people visit their hometowns and celebrate with their families. Koreans officially follow the Gregorian (solar) calendar.

#### **American Woman's Literary Club, Lima, Peru**

celebrates the holidays with a holiday tea. This is also the official end of their club year before the summer beach season. They hold the final drawing for a signature homemade quilt, made and donated by member Beverly Cisneros, among other prizes. Members sing carols and enjoy an afternoon tea together. Usually, this event is hosted at the residence of the U.S. Ambassador to Peru, but since the COVID-19 pandemic, they have made other arrangements in Lima. Clubwomen are simply grateful to be together this holiday season!

For the **Taipei International Woman's Club & National Council of Women of Taiwan**, there continues to be something magical about the celebration of Christmas for many Taiwanese and international residents. The celebration of Christmas has become a "borrowed" cultural holiday and for those of the Christian faith, a religious holiday. Popular customs include sharing meals with family and friends, attending church services and plays, decorating Christmas trees, exchanging gifts, and waiting for Santa Claus. In Taiwan, Santa is called "Sheng dan lao ren" meaning "Christmas old man." Commercial activities include decorated department stores and shops where cheerful employees greet you wearing Santa hats as Christmas carols blare enthusiastically over PA systems on high volume. However, in one small, serene corner of Taipei, there is a neighborhood called "Ji-Qing Christmas Alley," where families annually choose their own Christmas theme to decorate the





outside of their houses accordingly. These beautifully decorated homes illustrate the peace and harmony shared by neighbors during this special Christmas season of hope, good tidings, and renewal. There are many religions in Taiwan, but approximately one third is Buddhist, one third Taoist and Confucianism, followed by Christians and others.

For the **Woman's Club of Ukraine—Kyiv**, the most important holiday is Independence Day on August 24, but they also celebrate Christmas in both the Orthodox and Greek Catholic churches. They can celebrate December 25 and January 7 because they use different calendars, the old "Julian" or the "new" Gregorian calendars. Ukraine is a diverse country with many unique and interesting traditions. Christianity was introduced in Kyivan Rus, the predecessor of Ukraine, in 988. Before that, the ancestors were pagans. Some of their traditions were kept and mixed with their Christian belief, which shows up in some holiday celebrations.

When we have our December Zoom meeting with the International Affiliate Clubs, we will share greetings from GFWC to our International Clubs. As you give gifts to others, visit with friends and family, and toast the holidays, remember our fellow GFWC clubwomen from around the world as they share peace and harmony.



Ukrainian  
poppy seed roll.

## ACHIEVING THE SUSTAINABLE DEVELOPMENT GOALS THROUGH THE JOINT INVESTMENT MECHANISM (JIM)

As the first new commitment to support the JIM, GFWC is pioneering a path for other supporters to join in on these efforts. Through GFWC's support, UNICEF will be able to build more resilient systems across the goal areas, helping countries be better prepared for future shocks and emergencies.

The goal is clear: Achieve the Sustainable Development Goals!

Visit [unicefusa.org/GFWC](https://unicefusa.org/GFWC) to learn more and get involved.



DONATE NOW



for every child



# JOIN GFWC AND SECURE THE CALL TO PROVIDE FREE 911 PHONES TO VICTIMS OF DOMESTIC VIOLENCE



Secure the Call is the nation's only organization providing **FREE 911 devices to high risk individuals** across the country.

**WE URGENTLY NEED YOUR HELP**

**Join us December 1 - February 28 by holding a cell phone and tablet donation drive in your community.**

An old device could save a life!



Let us know you're holding a drive!

[securethecall.org/gfwc](https://securethecall.org/gfwc)  
[info@securethecall.org](mailto:info@securethecall.org)



## RECYCLING CELL PHONES FOR A **SAFER COMMUNITY**

## Starfish Project Helps Exploited Women Establish Independence

BY SHELBY GLEADOW,  
COMMUNITY SERVICE MANAGER  
AT STARFISH PROJECT



# Hope Renewed

**E**ach week at Starfish Project, we visit women in brothels around our cities. As we build relationships with the women we meet, we plant seeds of value and hope. With each visit, we water these seeds longing to see every woman experience freedom and bloom into the amazing woman that is within her. Yet the timing is far beyond our control.

Any good farmer will know that some seeds take root in mere days while others take much longer. For many of the women we meet, the scars of trauma and pain must be uprooted to make room for even one small seed of hope. Practically speaking, that amounts to months and sometimes years of visits, text messages, and encouragement.

Recently we received a call from a woman who said she knew someone in our office. She shared that her contact was an American with dark hair who had a small baby boy. It could only be our Outreach Director, Shelby, although her son was already 4 years old. She shared that she had recently returned to our city and was hoping that the offer of a safe job at Starfish Project was still available.





When she came into the office, Shelby almost melted into tears. She remembered Shan\*. Shelby had met Shan more than 3 years ago on her first outreach with Starfish Project. Shan was in a dark brothel in a village on the verge of being torn down when they met. Shan lit up on that first visit as Jenny and Shelby, baby carrier on her chest, greeted her. A mom herself, Shan doted on Shelby's son and his chubby little legs. After a few months of visits, Shan was simply gone. The Outreach Team thought they'd never see her again. Yet today, three and half years later, she is here!

Shan shared her story—from compounded childhood trauma, being sold into a marriage as a teenager, to being sent to work in brothels. She left our city years ago to escape an abusive relationship yet today, TODAY, she is back and ready to begin again. The seeds of hope have taken root and she is ready to bloom.

Here at Starfish Project, we help exploited women, and girls like Shan leave brothels and experience freedom. Through our social enterprise, women establish independence by receiving training in literacy, math, computers, and life skills, all while creating beautiful jewelry.

We have served thousands of women and girls through our community outreach and have employed and trained more than 180 women through our jewelry company. We have established the only safe house and training facility for women escaping exploitation in our city of more than 20 million. Many of the women in our program have gone on

to develop careers in photography, design, and accounting! The life transformations your jewelry purchases can catalyze are incredible!

Though we started as a small group of women hoping on behalf of others who had lost all hope, Starfish Project has grown into a highly successful jewelry brand. We are featured in household-name stores and fair-trade businesses across America. We are proud that our jewelry business, now mostly run by women who have escaped human trafficking, is leading the way in on-trend designs and industry-leading quality for ethical fashion.

However, there are still many women and girls in exploitation today. We desire to see each one experience freedom. Together, we can! With every purchase, you partner with us to visit brothels in Asia and invite women to begin a new sustainable life of freedom.

Share the Starfish Project mission and Shan's story of hope as you wear and gift beautiful Starfish Project jewelry this holiday season. What's more, through the powerful women supporting women partnership between GFWC and Starfish Project, your jewelry purchases can have double the impact, with 25% of each purchase going directly to the GFWC Success for Survivors Scholarship Fund. Shop Starfish Project jewelry through the [dedicated GFWC link](#) to support the Success for Survivors Scholarship Fund.

From all of us here at Starfish Project, we invite you to join us in celebrating the power of hope. What once was lost, has now been found.



*\*Name has been changed to protect individual's identity and privacy.*

# A Look Inside the WHRC

BY JOANNA CHURCH, WHRC LIBRARIAN

I'm very excited to join GFWC as the Women's History and Resource Center Librarian. With more than 20 years of experience in small museums, and a love for women's history and stories, I could not resist the opportunity to work on this collection that spans more than 130 years of volunteerism and activism. Plus, I've always wanted a library ladder!





My background is in social history, anthropology, and museum studies, with a focus on cataloging and caring for artifacts. Thanks to 16 years of researching and writing exhibits at Montgomery History (Montgomery County, MD) and seven years of supervising the library, archival, and artifact collections at the Jewish Museum of Maryland, I have lots of experience with a wide variety of materials, from rare books and photographs to paintings and quilts. In addition, both these museums were founded in part by clubwomen—in fact, Lilly C. Stone, who founded what was then called the Montgomery County Historical Society in 1944, was a long-time member of the GFWC Woman's Club of Bethesda—and both were entirely volunteer-led for many of their early years. Thus, I understand how vital the efforts of volunteers and clubwomen are in preserving history, improving community pride and involvement, and generally getting stuff done.

The five parts of the *Home Equipment Primer*, issued by the General Federation of Women's Clubs, 1928. GFWC Program Records, 1924-1928 Administration.



The Board of Directors pose outside GFWC headquarters, 1734 N Street, circa 1926. President Mary Belle King Sherman is standing seventh from left (the only woman without a hat). National Photo Company collection at the Library of Congress.

Two of my favorite exhibits that I developed at Montgomery History were on nineteenth and twentieth century advice books, focusing on guidance for women in improving their home, and on the changing processes of that eternal chore, laundry. So, you can imagine how excited I was to discover the Home

Equipment Survey work undertaken by GFWC during the Administration of GFWC International Past President Mary Belle King (Mrs. John D.)

Sherman, 1924-1928. The survey, and the resulting five-part *Home Equipment Primer*, homed in on housekeeping tasks such as cleaning, cooking, and laundry, and provided sound advice on how to use modern technology to reduce household drudgery.

Mrs. Sherman's wide-ranging efforts to record the impediments facing American homemakers were crucial to many advancements, not least of which was the addition of "homemaker" as an official occupation in the 1930 census. In my previous work, I had often noticed that shift in census data—and, I realized while reading through some of the program files, I had, in fact, used the survey results (published in magazines such as *Woman's Home Companion*) during my research, especially for the laundry exhibit. Mrs. Sherman's detailed reporting on the lack of modern laundry facilities in American homes was invaluable.

What I *hadn't* discovered when doing that research years ago were the *Home Equipment Primers*, five booklets published in 1928 that provided practical, technical, and

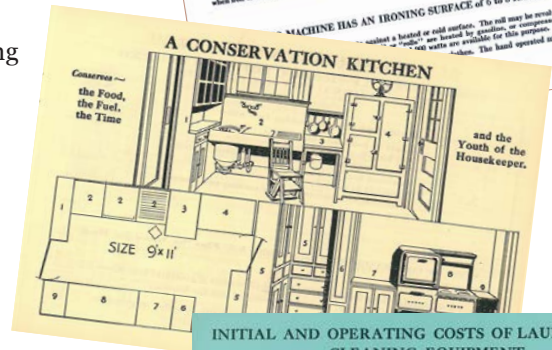
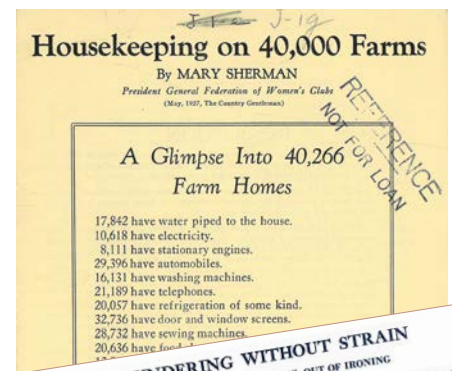




scientific advice for homemakers in various communities—from “farms and small utility less towns” to “cities blessed with all the basic embellishments of community life”—with the aim of “eliminating needless drudgery [and] increasing the operating efficiency in housekeeping methods.” These booklets can be found in the WHRC in the Sherman Administration program files, and they are fantastic, providing today’s reader with a detailed look at the American home of the late 1920s... and a startling reminder of all that many of us take for granted—like electricity and running water—nearly 100 years later. If I’d known about the WHRC archives while working on those exhibits, I would have begged for a research visit.

and in many academic circles. I've had several research visit requests already in my short time here, which is fantastic. Still, when I've told friends and family about my exciting new job, the first thing they say is "that sounds perfect for you!" ... usually followed by, "but what does this organization *do*, exactly?" I look forward to helping answer that question by building on the hard work of previous WHRC staff (not to mention the farsighted women who made sure to hang on to things from the beginning) by increasing access to, and awareness of, this amazing collection.

I definitely have a lot to learn about GFWC's history but diving deep into an organization's story is one of my favorite activities. Fulfilling research requests, cleaning up databases, and reviewing recent acquisitions are great ways to start getting a feel not only for what we have but also how to find it when needed. Balancing preservation and access—ensuring that our archives, photographs, and artifacts are maintained for the future, while available for research and use whenever possible—can be tricky, but it's vital work; and when done right, it is work that can help promote GFWC and the important efforts of our members in the past, present, and future.

[illegible]

**"Home Laundering Without Strain,"**  
***Home Equipment Primer Part 1, 1928.***  
**GFWC Program Records, 1924-1928**  
**Administration.**

**"A Conservation Kitchen," *Home Equipment Primer Part 2*, 1928.**  
GFWC Program Records, 1924-1928  
Administration.

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FOR MORE GFWC RESOURCES, VISIT **WWW.GFWC.ORG/MEMBERPORTAL**





# Home FOR THE Holidays

**You are invited!**

## **GFWC Holiday Open House**

**Wednesday, December 7, 2022**

**11:00 a.m.- 1:00 p.m. and 1:30 p.m.- 3:30 p.m.**

**GFWC Headquarters**

**1734 N Street, NW, Washington, DC 20036**

REGISTER: [GFWC.org/MemberPortal](https://www.gfwc.org/MemberPortal)

Bringing a group? Please contact [Events@GFWC.org](mailto:Events@GFWC.org)





## PREVENTING BREAST CANCER: The Power of Phytochemicals

BY NAGI KUMAR, PH.D., HEALTH AND WELLNESS HONORARY CHAIRMAN

**O**ther than uncontrollable factors such as age and family history of breast cancer, there are other factors that contribute to breast cancer risk that are totally under our control. These include, smoking, body composition and obesity (specifically abdominal depots of fat), lack of exercise, and lower intake of fruits and vegetables.

While diets rich in predominantly plant foods such as fruits and vegetables have several other health benefits (heart healthy, control on insulin resistance, preventing obesity), research studies have shown the benefit of consuming fruits and vegetables to prevent breast cancer, especially aggressive breast cancer. These studies have shown that consuming several

vegetables and fruits a day can provide a complex mixture of phytochemicals that can produce a plethora of biological activities that could have additive or synergistic effects against the cancer process.

We are surrounded by hundreds of fruits, vegetables, and whole grains. These foods are rich in vitamins, minerals, and other essential substances—collectively called “phytochemicals” (chemicals naturally found in plants)—that are critical to maintaining health and preventing disease. Phytochemicals used alone or in combination have been shown to prevent cancer and to help treat the side effects of cancer, and they are currently being tested to see if they work well to make cancer treatment more effective. Phytochemicals also have been shown to prevent heart disease and control diabetes. Most importantly, the positive effects of phytochemicals can be produced with no side effects or relatively lower toxicity than most drugs used to prevent disease. Research has consistently demonstrated that people in countries where they consume more than 50-60 percent of their diets derived from plants live long, healthy, and functional lives.

### How can phytochemicals prevent or help treat cancer?

We are beginning to unravel the causes of some cancers and what happens in the human body to transform normal cells into cancer cells. In other words, we have started to better understand the “hallmarks” of signs of how cancers are formed. Studies in cell lines, animal studies, as well as early studies in humans, have shown that several plant-derived phytochemicals are able to target and modulate cancer hallmarks enabling reduction or reversal in cancer processes and cancer symptoms. More human trials continue in this field of research.

### What are the super vegetables and fruits?

Here is a weekly must-have shopping list—oranges, grapefruit, mango, blueberries, strawberries, kiwi, papaya,



tomatoes, carrots, broccoli, cauliflower, Brussels sprouts, cabbage, kale, spinach, grapes, green beans, asparagus, onions, garlic, and ginger. There are several fruit and vegetable juices available—ready to drink and easy to take to work or school. Try one new juice a week.

### How many vegetables and fruits should you eat?

Less than 24 percent of the overall population consumes more than five fruits and vegetables a day—and children eat even less. With the evolving research on the beneficial effects of fruits and vegetables for better health and disease prevention, try increasing fruit and vegetable intake to 10 a day, including varied colors and combinations. Although consuming whole fruits and vegetables is preferable, it is possible to drink fruit and vegetable juices or a combination of these in moderation to help you to achieve your goal.

### How do you get the most of these powerful phytochemicals?

The key to deriving the most nutritional value from vegetables and fruits is to eat them as raw and as fresh as possible. Cooking vegetables and fruits destroy more than 40-60 percent of these essential nutrients. Avoid peeling, frying, or boiling them. Steam in cookware with a cover using a small amount of water, roasting or stir-frying is your next best option to eating them raw. Mixing colors, textures, shapes, flavors, temperature, and sizes of these ingredients ensure an exotic and unpredictable experience. Not only do these combinations increase the “satiety” value of the meal, but it also lowers the need for high-fat ingredients in the meal. Most importantly, these combinations produce a “nutrient synergy” that enhances and maximizes the value of not only the fruits and vegetables but other poultry, meats, and seafood that are combined with them.

### How do you make a perfect salad?

Use a combination of green, yellow, red, orange, and blue fruits and vegetables. Sprinkle with toasted or raw nuts, dried fruits, and fermented cheeses. Extra virgin olive oils, low-fat yogurts and buttermilk, and wine vinegar with garlic, basil, salt, and pepper make for excellent dressings. Roasted poultry, baked seafood, or lean stir-fried meats add proteins and essential minerals. Crunchy whole grain toasted croutons add extra texture and B vitamins.

### My kids (and I) don't love our vegetables as much as we love our fruits—now what?

If kids (or you) love fruits more, eat more fruits. Try juices of vegetables combined with fruits with almond or cashew milk. Start with carrots and work your way up to kale. Try one new vegetable a week and see how your list will grow.

## Spinach salad with warm feta cheese and toasted pine nuts

(serves 4-6)

Fresh baby Spinach: 4 cups

Red onions: 1/2 cup sliced rings

Garlic: 2 cloves, minced

Shallots: 1 teaspoon minced

Feta cheese: 1/2 cup

Cayenne pepper crumbles: 1/2 teaspoon

Salt: 1/2 teaspoon

Wine vinegar: 4 teaspoons

1. Combine spinach, red onions, and red wine vinegar in a bowl.
2. In a small saucepan, toast pine nuts in 1/2 teaspoon of olive oil or spray.
3. In the same pan, heat EVOO and add red pepper, garlic, shallots and stir fry for 2-3 minutes.
4. Add 1/2 cup of water to this mixture and bring this mixture to a boil. Pour over spinach mixture tossing it slightly.
5. Add crumbled feta and serve immediately. Garnish with toasted pine nuts.





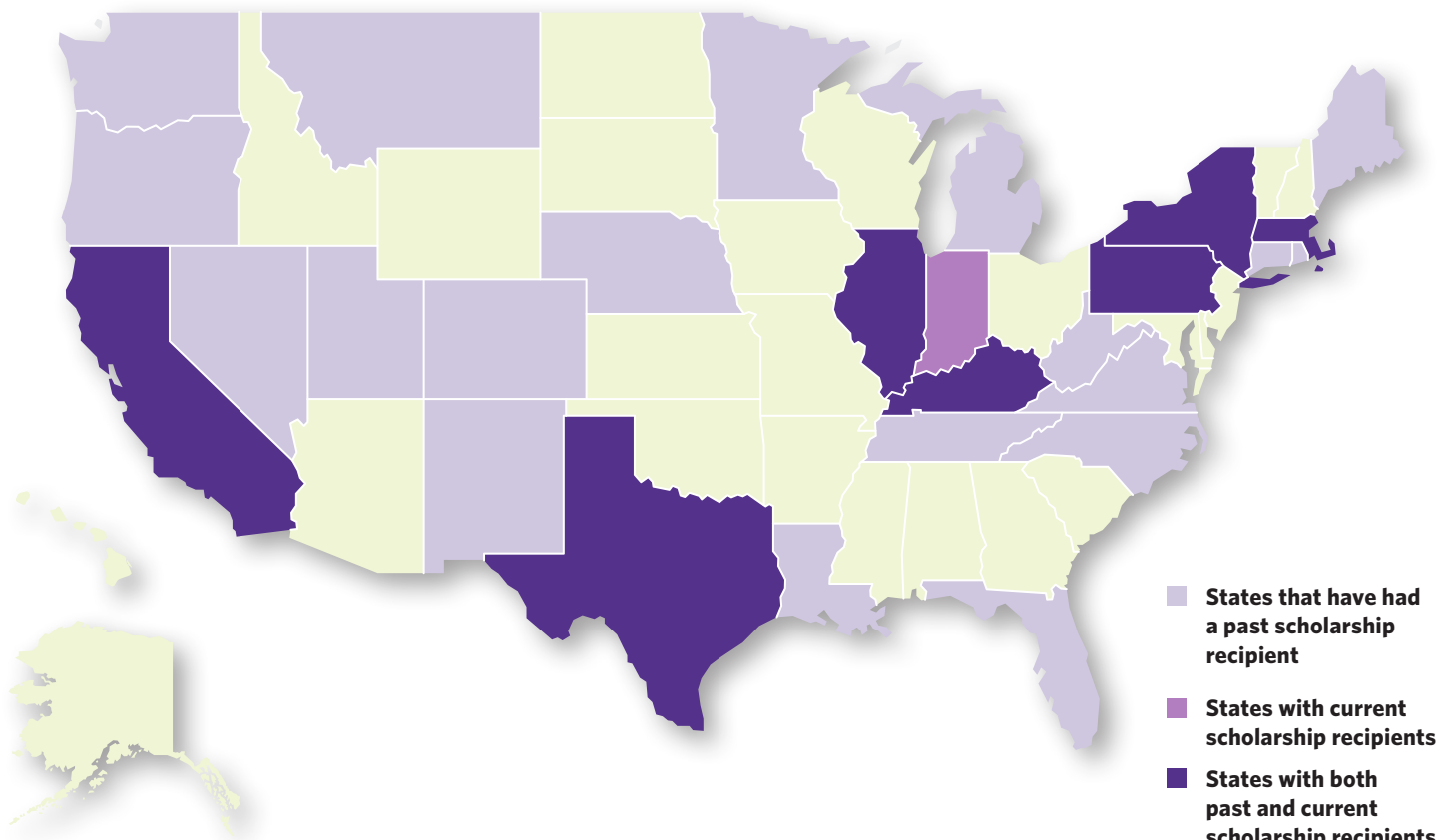
# Success for Survivors Scholarships

BY TRISHA SHAFER, SIGNATURE PROGRAM CHAIRMAN

In 2022, GFWC gave out 12 Success for Survivors Scholarships! Thanks to clubwomen worldwide giving and promoting these scholarships, we have helped make a difference in the lives of survivors of domestic violence and their families. Continue to make an impact with a tax-deductible donation to the Success for Survivors Scholarship fund. You can truly change a life.

As part of the GFWC Signature Program: Domestic and Sexual Violence Awareness and Prevention, the GFWC Success for Survivors Scholarship was created in 2012 to lend a helping hand to those impacted by intimate partner violence who wish to or are pursuing higher education. We award \$2,500 scholarships to help survivors of intimate partner violence obtain a post-secondary education that will offer them the chance to reshape their future by securing employment and gaining personal independence. Overall, the scholarship aims to provide survivors with a means to achieve financial and personal independence. Since its inception, GFWC has awarded more than **\$127,500.00** in scholarship funds.

The 2023 Success for Survivors Scholarship application was made available in October, and the deadline to submit applications is **February 10, 2023**. Recipients will then be notified between May and June 2023, and monetary awards will be sent to recipients upon receipt of enrollment verification in July 2023.







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CHURCHILL DOWNS







# CYBER AWARENESS

## A Juniors' Special Program Focus

BY KATIE ROBey, GFWC JUNIORS' SPECIAL PROGRAM: ADVOCATES FOR CHILDREN CHAIRMAN AND KATIE MOYDELL, GFWC DIRECTOR OF JUNIOR CLUBS

GFWC Director of Junior Clubs Katie Moydell shared that cyber awareness would be a focus for the Juniors' Special Program in the 2022-2024 GFWC Administration. During a recent conversation, she explained more about cyber awareness.

**Robey: Why is it so important to include youth in this cyber awareness campaign?**

**Moydell:** In 2018, the American Census reported that smartphones are present in 84% of households. A year later, a National Public Radio study showed that 53% of youth own a smartphone by the age of 11.

While having their own phone in a pocket or another type of internet-ca-

pable device in their room can open a world of possibilities, it can also be detrimental. Studies show that we need to be aware of more than external risks like cyberbullying and phishing, but also increased depression, decreased social skills, and NOMOPHOBIA (NO MOBILE PHONE PHOBIA, or the fear of being detached from mobile phone connectivity).

Through the internet, online predators can gain access faster and in higher volumes using chat rooms, emails, online games, and social networking sites to find and groom victims. Children are one of the most vulnerable sections of society and may be easily exploited in the cyber world as kids are more likely to learn

and play on their devices. According to the FBI, in 2020, cybercrime against children increased by 144% compared to 2019.

**Robey: How can we educate our communities on this threat, especially the youth?**

**Moydell:** Awareness is the key. In a world where new threats emerge daily, it is important for parents, grandparents, and teens themselves to remain vigilant. Community forums or town pledges to "Wait until 8th" can be great tools.

**Robey: Are there resources for clubs to learn more on this issue?**

**Moydell:** This is one of those instances where the smartphone comes in handy! There is a plethora of information available online on this topic. [FTC.gov](https://www.ftc.gov) has free booklets available under *Heads Up: Stop.Think.Connect™* that would be a wonderful tool to arm our communities. The Department of Homeland Security created the *Stop.Think.Connect™* Campaign is a source of information for people of all ages to understand the dangers that come with being online and provide the information they can use to protect themselves from cyber threats not only on a phone but any mobile device with a computer chip installed.

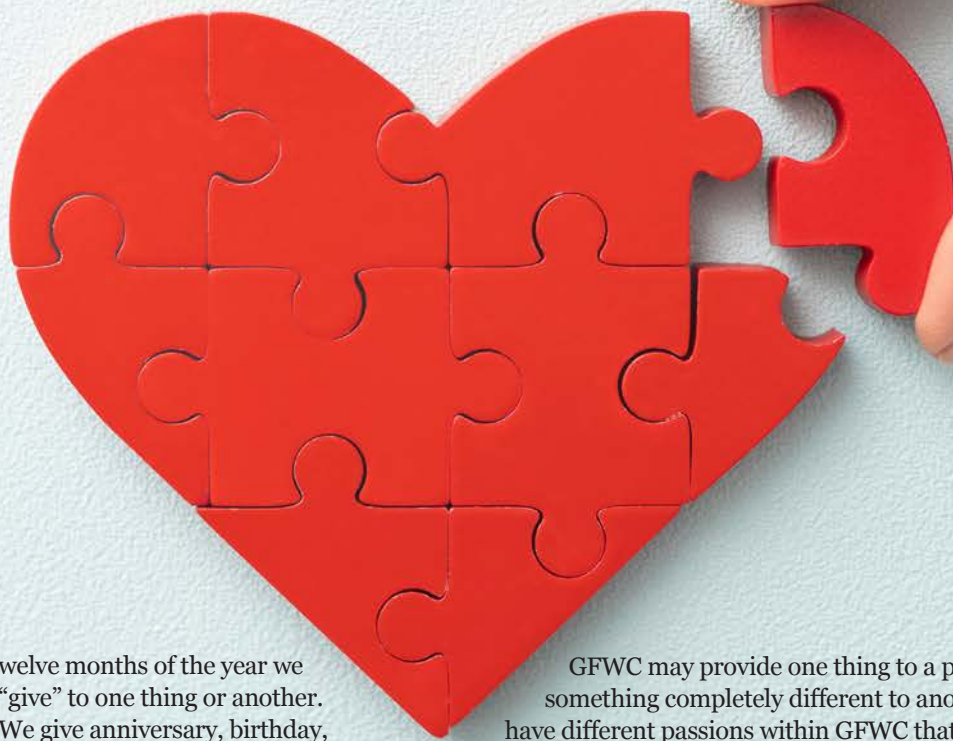
The American Academy of Pediatrics, through its [Healthy Children website](https://www.aap.org/healthychildren), has a Family Media Use Plan that allows families to set boundaries together and can be revised as children grow. It also offers a media time calculator that can provide a snapshot of how much time a child is spending on media use as well as other daily activities.

We hope this information is helpful. GFWC clubwomen can be a gem in the life of a child and offer educational tools and create awareness campaigns to keep children safe from online crimes and cyber threats.



# A Season of Giving

BY TRIC HEEPE, ANNUAL GIVING PROGRAM COMMITTEE MEMBER



**T**welve months of the year we “give” to one thing or another. We give anniversary, birthday, wedding, and baby gifts. To some just a card and to others, hundreds of dollars. As women who volunteer, we are also inundated with pleas for money from scores of worthy charities, and we juggle our time and our dollars between family, friends, schools, and other agencies. We understand the concept of giving back and we strive to dedicate at least a portion of our time and money to programs that provide opportunities and leadership training to the next generation of volunteers. This is why we belong to GFWC—it fits our purpose.

When we donate to GFWC, it is not just to add it to our itemized deductions on our federal tax returns. We give to our organization because we know its value. Let’s look at the bigger picture. How have you learned about all the charities and civic organizations in our communities and the world? GFWC. Where did you gain public speaking experience or leadership skills? GFWC. The Federation is more than a historic building and archives. It is a source of learning, teaching, and opportunities that must remain viable to ensure future generations have the same opportunities we do.

GFWC may provide one thing to a person and something completely different to another. Members have different passions within GFWC that they wish to support, which is why it is important for them to control exactly how their donation is used. The new Annual Giving Program Donation Form includes donation lines for the *1734 Society*, GFWC Programs, and the *Friends of WHRC*, to name a few. There is even a line for Unrestricted. With one check (or credit card), you can split your single donation among any of the listed funds. No need for multiple checks or phone calls. Or you can choose to make monthly or quarterly donations. Whether you are actively employed or on a fixed income, you can decide when and how to donate. Writing a check for \$1,000 may not be an option but making an \$83.33 a month donation may be doable.

When you ponder whether to make a one-time, quarterly, or monthly donation to an organization this season, please consider GFWC. Remember the opportunities GFWC has provided you and how your monetary gift will help ensure that it is there for future generations. Your donation will *Honor the Legacy and Inspire the Future of GFWC*, especially during this season of giving.



# Playing to Win

## One Club's Journey to 2022 Community Impact Program Winner

BY BETH SMITH, GFWC COMMUNITY IMPACT PROGRAM AWARDS CHAIRMAN

*Impact – noun /im pakt/ the action of one object coming forcibly into contact with another.*

Sounds a bit aggressive, right? You don't have to be a charging bull to make an impact in your community, but it does take planning and community connections.

As the Community Impact Program (CIP) chairman, the most common question I receive is "what's a winning project?" The best way to answer is by sitting down with a 2022 CIP winner and filling you in on the details. Thanks to GFWC Cookeville Junior Woman's Club (Tennessee) and their president, Angie Crawford, for telling us about their project and how great it feels to win \$2,500!

**Smith:** Angie, first, congrats on winning. I bet that was a total thrill.

**Crawford:** Our club was beyond excited! The project itself is rewarding, but the \$2,500 prize money was the cherry on top.

**Smith:** What was your club's process in selecting the project?

**Crawford:** We found the special needs playground project when we contacted a school to possibly donate a "buddy bench." The special education teacher we spoke with said they already had the benches but what she really wished for was something her mobility-challenged students could access and play with on the playground. They only had a small grass area they could use. She asked if we could come up with anything that they could roll wheelchairs up to or that her students

could stand and play with to make their time outside more fun.

**Smith:** Ah, so the wheels of an idea started turning. What did you do next?

**Crawford:** At a club meeting we discussed this project and members were directed to do Google searches for sensory wall items and metal weaving frames to get an idea of what we

might be able to make and install on the playground. The membership then voted unanimously to use our \$2,760 designated CIP funds for this project.

**Smith:** Your club already set aside funds for a CIP project?

**Crawford:** Yes, we budget part of the money raised from our annual fundraising event. And, once we got our



The GFWC Cookeville Junior Woman's Club (Tennessee) organized a special needs playground project with a local school to provide fun equipment for mobility-challenged students.





Special needs playground equipment is designed to improve balance, coordination, fine motor skills, and math skills.

project plan, we asked local businesses to support it and received another \$2,500 in-kind donations from them.

**Smith:** Tell us about the local support and who helped support the project?

**Crawford:** We worked with special education teachers, counselors, and school administration to determine what equipment they needed most and where we could install them on the property. We worked with C&C Construction and BT Enterprise (local construction and fabrication companies) to help us design, construct, and install the equipment. We contacted Lowe's and Williams Wholesale to donate items needed to build the walls.

**Smith:** How many club members worked "hands-on" the project?

**Crawford:** Our club is not big, and it amazes me that 20 clubwomen, volunteering a total of 85 hours, can have such an impact on a local school.

**Smith:** Did the project change or evolve as you were making it happen?

**Crawford:** Yes, in fact, as we were working on the project, school ad-

ministration asked if we would be able to donate a ride-on type of scooter for the older special needs students who were too big for the small tricycles they already had. Of course, we said, "yes!"

**Smith:** It's important to spread the word about what your club is doing. How did you publicize your project: the needs, events, progress, etc.?

**Crawford:** Oh, social media and PR are critical to success. It helped us get our community partners and, of course, we all deserve to let the town know what's happening and who's helping. We posted on our club's Facebook, on the Facebook group "Hip Cookeville," which has over 44,000 members, and in the local newspaper.

**Smith:** What a great project. You all have the components of a winner: 1) developing a plan 2) community partners 3) implementation 4) publicity. But I know that the struggle is real, so who filled out the CIP award application, and was it as hard as some think it is?

**Crawford:** The club president, which is me, and the CIP chairman Deborah Allen worked together to submit the application. No, not as hard as many think it is. The application really walks you through what you need to include in the submission. I do suggest using the application to keep up with data

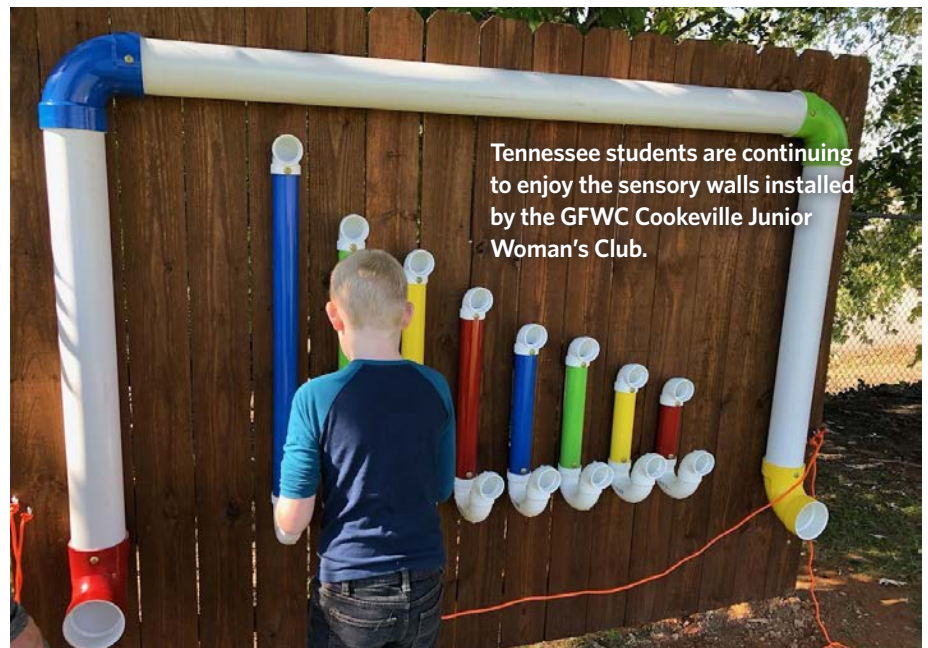
along the way to make it easier to complete at the end of 2023.

**Smith:** How's the project going now; give us an update.

**Crawford:** The special needs playground equipment was designed to improve balance, coordination, fine motor skills, and math skills. According to the teachers, the students love the equipment and the trikes. One outcome we had not anticipated but was a big win—the children made up their own game with the music wall playing the telephone game with the PVC pipes. What imaginations they have. And, although the equipment was meant for the special needs students, all the students are playing with the sensory walls, which is encouraging inclusion with all students being able to play together.

**Smith:** That's the absolute best outcome imaginable. I can't wait to hear how your club spends the \$2,500, as I know you have requests from other schools for the same project. That speaks volumes about what your club members have done for the community.

More information about the Community Impact Program and the award application can be found in the GFWC Club Manual, located in the "C" Resources folder of the [Member Portal Digital Library](#).



Tennessee students are continuing to enjoy the sensory walls installed by the GFWC Cookeville Junior Woman's Club.



The GFWC New Tampa Juniores (Florida) filled Ziploc bags with toiletry items such as a toothbrush, toothpaste, comb, band-aids, a greeting card, and more to create blessing bags for people without houses. These bags were distributed to a local organization that provides people in need with a hot breakfast and lunch.

Carolyn Pearce, GFWC International Past President (1966-1986), stated *"I can think of no better means of assuring the continuity of Federation work and influence for community good that we represent than by encouraging the formation of GFWC clubs for Juniores. The purpose for a Juniores Club would be to contribute to a meaningful community life, to become aware of community problems and how they could be met, and to learn the pleasures and rewards of working in a group."*

In today's world, Juniores Clubs promote leadership skills, working as a group, inclusivity, and improved self-esteem. These clubs are important to GFWC because they bring future leaders to the forefront. In turn, GFWC can help young members be successful through resources, awards, and more.

We have been challenged to bring the Juniores member level to all states and give more support and value to this membership level. To do this, we rolled out the **new** Juniores section in the GFWC Club Manual, located within the Membership Advancement Plan. We are excited about this new section as it has everything a sponsoring club and advisor needs to know about starting and maintaining a Juniores Club. The new fillable forms, in the back of the section, are meant to streamline the onboarding process as well as ensure the appropriate documents are in each member's file for the safety of the youngest members and their advisors.

Along with the updated Juniores section, state advisors will receive a quarterly newsletter, which will offer helpful resources, project ideas, and best practices. We will also use Facebook to disseminate information in real time. As we know, communication is the key to growth.

The manual includes a few project ideas to spark imagination and get the creative juices flowing. Some of these include coat drives, resolutions against teen vaping, and dog washes. Additional resources for project ideas include friends and other social media outlets. Today's technology makes communication and inspiration so much easier.

# a New Generation

## Building Up Juniores Membership

BY JENNY HINEGARDNER, JUNIORES CHAIRMAN





# How Do Bylaws and Standing Rules Differ?

BY 2022-2024 GFWC BYLAWS COMMITTEE

An organization's bylaws and its standing rules are two of the kinds of rules a society may adopt. Both are important.

The bylaws of an organization are the higher-ranking rules and contain the organization's rules relating to itself. Bylaws state the purpose of the organization, how members are chosen, how officers are elected, how and when boards and committees are chosen and when they meet, the quorum for each kind of meeting, the dues, and may include how to organize a board or board of directors. There may be many other rules within the bylaws. No matter what, bylaws cannot conflict with federal, state, or local laws, nor the bylaws of the parent organization.

The bylaws should include rules for their amendment, including previous notice of proposed amendments and at least a two-thirds positive vote for them to be adopted. The entire membership or their delegates are responsible for adopting amendments to the bylaws.

Writing its bylaws is one of the first tasks a new organization must accomplish, and all activities of an organization must follow its bylaws. Bylaws supersede all other rules of the society, except for the Corporate Charter, if the organization is incor-

porated, and the Constitution, if the organization has one.

Standing rules are rules that are important to the smooth running of an organization, as they relate to the details of the day-to-day operations rather than the parliamentary procedure. While the bylaws may state there is a Hostess Committee, the rules directing that committee are probably in the standing rules. The standing rules may state that coffee, tea, and water must be available at all meetings, that someone from the committee must be at the door to welcome everyone to the meeting, that a guest book must be available for guests to sign, and that the committee is charged with taking care of all trash for the meeting.

Standing rules can be added, deleted, or amended at any meeting, without notice, by a majority vote, provided it does not conflict with an existing rule or act of the organization. Amendment of the standing rules is sometimes delegated to a board of directors or executive committee.

When comparing bylaws to standing rules, think of a house. Bylaws are the walls, floors, and ceilings; they are the house's structure. It takes a lot of work to change them. Standing rules are the curtains and the furniture, and not as difficult to update.

Standing rules in conventions differ from ordinary standing rules in that they contain both parliamentary (limit debate, voting procedure) and non-parliamentary rules (turn off cell-phones, must have a ticket for meals). Their effect expires at the end of the convention whereas regular standing rules have a continuing effect.

A periodic review of these documents keeps them from becoming outdated and difficult to change, especially if the quorum becomes larger than the membership. Every member should have a current copy of these documents and refer to them as needed as they define members' rights and duties.

# Where Does Your Garden Grow?

BY TINA NEESE, ENVIRONMENT CHAIRMAN

Community Gardens, the Environment Community Connection Initiative, are still alive and well in the winter. As days get shorter and temperatures fall, it does mean that in some states the gardens are at rest. However, clubs can still be fruitful during this time. Having a winterization plan is vital for the continued success of community gardens.

Some areas and certain vegetables can tolerate cold temperatures and even frost. For the plants that are not producing and for weeds, there is time to clean up. This will pay off with the reduction of pests and weeds later in the spring and summer months. It will also be a more pleasant sight when the area is free of debris for the winter months.

This is a great time to work with groups in your community, such as your Juniores or other youth groups, to remove debris, any plastic or trash, mulch, and weeds. Leaves also make a great substitute for mulch if mulch is too expensive. When spring rolls around, rake off the old mulch and plan to place in your compost area.

As community gardens close for winter, it is not too early to begin planning for the next season. If you are in the early phases of beginning a community garden, winter is the perfect time. These months can be spent researching before the actual digging, shoveling, and watering. Take time for soil testing, plan your budget for supplies or seeds, and begin

having community meetings with other sponsoring organizations.

If sponsoring a community garden seems overwhelming, clubs may begin with hosting a “Dig In” workshop for the community members who wish to grow their own food. With the rising cost of food, community gardens and learning to garden seems a perfect way to meet the need of having readily available, straight from the ground to the table, food for families. This can also be an avenue to teach children about gardening.

If you coordinate or partner with another community organization, you might be eligible for the Community Impact Award to help fund the next community garden.





# Building New GFWC Clubs

BY 2022-2024 GFWC MEMBERSHIP COMMITTEE (ADDITIONAL CONTRIBUTORS LISTED BELOW)

**W**e all cherish our GFWC membership, no matter where our paths take us. Some members have been a part of clubs in one state, others move and seek out membership in their new locations. It is our friendships and longtime mentors who make the GFWC volunteer experience so worthwhile and help to bring the excitement into the experience. However, nothing is more exciting than the electricity of being a part of building a new GFWC club.

Valuable information about building new clubs can be found in the Membership Toolkit, located in the “M” Resources folder of the Member Portal Digital Library. Documents like “Starting a New Club,” “Welcoming New Members,” “How to Recruit New GFWC Members,” and “New Member Orientation Guidelines” are crucial to your success. A focused approach to building a new club and gaining new members is the connection between micro-volunteers and committed clubwomen.

The following tips from experienced clubwomen can help you get started.

Jan Allen (North Carolina): “Let everyone know your plans to start a new club. Contact current club members, District and/or state leaders. Contact friends and past supporters to make them aware of the new club. Share GFWC information with the GFWC Special Programs and Community Service Programs one-page information sheets. Distribute information and include a service project at the first meeting.”

Joy Post (Florida): “Rummage sales are the easiest way to secure funds to start the club activities. Make sure that



there are two signers to the account. Fill out any state/government forms for nonprofit status after accounts are opened.”

Suzanne Carswell (South Carolina): “Don’t be afraid to ask! You have something of great value to share, so remember you are doing them a favor by inviting them to begin a club or join the Federation.”

Not all the work of starting a new club will be met with excitement. Belonging to a volunteer organization isn’t for everyone. Don’t take it personally if the potential new member doesn’t join.

Happy, engaged members are the key to membership growth, especially for new clubs. People stay in a club where they feel they belong and

when it adds value to their life. It is important to guide and nurture the club through the first years of GFWC membership. Educate your new club about the benefits of not only your club within the community, but also GFWC as an international organization so they get the bigger picture. Encourage members to attend District and state level meetings so they can see firsthand the overall effects the GFWC State Federation plays in their state.

The more members know, the easier it will be for them to remain engaged. It is fine to modify and make changes as a new club builds its own style based on member interests. With the tools to succeed, and the support of the State Federation and sister clubs, the new GFWC club will begin to stand on its own and thrive.

## Recruitment List

GFWC Woman's Club of Raleigh - **17**  
Raleigh, NC

GFWC Fort Pierce Woman's Club - **15**  
Fort Pierce, FL

GFWC Chapin Woman's Club - **12**  
Chapin, SC

GFWC Murray Woman's Club - **12**  
Murray, KY

GFWC Florence Woman's Club - **11**  
Florence, KY

GFWC Girls on Fire - **11**  
Gainesville, FL

GFWC Woman's Club of Martinsburg - **11**  
Martinsburg, WV

GFWC Ellington Women's Club - **10**  
Ellington, CT

GFWC North Pinellas Woman's Club - **10**  
Safety Harbor, FL

GFWC High Springs New Century Woman's Club - **9**  
High Springs, FL

GFWC Morehead Woman's Club - **8**  
Morehead, KY

GFWC St. Petersburg Woman's Club - **8**  
St. Petersburg, FL

GFWC Benton Woman's Club - **7**  
Benton, KY

GFWC Woman's Club of Brielle - **7**  
Brielle, NJ

GFWC Parkersburg Woman's Club - **6**  
Parkersburg, WV

GFWC Woman's Club of Orange - **6**  
Orange, CA

GFWC Amherst Woman's Club - **5**  
Amherst, VA

GFWC Lake Placid Woman's Club - **5**  
Lake Placid, FL

GFWC Woman's Club of Tallahassee - **5**  
Tallahassee, FL

GFWC Beverly Shelton Girls Town Club - **5**  
Independence, MO

GFWC Camden Woman's Club - **4**  
Camden, NC

GFWC Glendale Woman's Club - **4**  
Glendale, AZ

GFWC Legacy - **4**  
Huntsville, AL

GFWC Woman's Club of Cypress - **4**  
Cypress, CA

GFWC Woman's Club of Paramus - **4**  
Paramus, NJ

GFWC Braintree Women's Club - **3**  
Braintree, MA

GFWC Fern Creek Women's Club - **3**  
Louisville, KY

GFWC Lexington Woman's Club - **3**  
Lexington, KY

GFWC North Myrtle Beach Woman's Club - **3**  
North Myrtle Beach, SC

GFWC Radcliff Woman's Club - **3**  
Radcliff, KY

GFWC South Kansas City Area Girls | Town Club - **3**  
Kansas City, MO

GFWC Southside Woman's Club - **3**  
Jacksonville, FL

GFWC Woman's Club of Charleston - **3**  
Charleston, WV

GFWC Woman's Club of Sarasota, Inc. - **3**  
Sarasota, FL

## WE WILL BE THE GENERATION TO END HUMAN TRAFFICKING

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# Promoting the GFWC Brand

BY JEN NOWAK, COMMUNICATIONS AND PUBLIC RELATIONS CHAIRMAN

## Are you delivering the right message, to the right people, at the right time?

**The message:** GFWC is a nonprofit organization that is distinguished from other service organizations by the breadth of our outreach. Our community service programs span all areas of the lives of our members, their families, and their communities.

The Federation has earned a reputation as a powerful force in the fight against domestic and sexual violence. GFWC was even recognized on the floor of the U.S. Senate as “a gem among our midst” by then-Senator Joseph Biden (Del.) for our work in bringing hope to survivors of domestic violence and abuse, and for our early support of the Violence Against Women Act.

Once the message is clear, it is important to ensure the GFWC brand is first and foremost in all communications.

## What is the purpose of branding GFWC?

Branding helps GFWC stand out from other nonprofit organizations and helps us to create relationships with our audience while cultivating loyalty and trust. By promoting GFWC, a solid reputation is built, social awareness is increased, and the ability to raise funds is improved.

## How can you promote the GFWC brand?

Is GFWC in your club’s name? A stronger reputation can be built when the community knows your club’s connection with an international organization.

Use the GFWC emblem on ALL materials. Club brochures, event



invitations, and letterheads should feature the GFWC emblem as well as your club logo. On electronic correspondence, your preset signature should include the emblem and GFWC’s web address, [www.GFWC.org](http://www.GFWC.org).

Permanent signs in your community have lasting impressions. Local gardens, adopt a highway programs, or sport fields sponsorships are great ideas for highly visible branding.

Many states and clubs sell items with the GFWC brand on them as fundraisers. Wear GFWC T-shirts regularly, bring a coffee mug to work with the GFWC emblem on it, and use the silicone phone wallet. All are effortless ways to promote GFWC.

## How can you promote the GFWC brand through personal interactions?

When asking friends, family, or coworkers for donations for your next club project, explain how the

donation will make a difference and your club’s goal for the collection. This will validate the ask while piquing their interest. Making a personal connection with the ask will typically get positive results.

The next time someone comments on your club T-shirt or the tote bag you are filling with groceries, be prepared with a heartfelt story about what your club does. An interesting story may give you an opportunity for an engaging conversation. Making a personal connection with people will encourage their curiosity.

Volunteering in the community can expand your reach with like-minded people. Share stories of the diverse outreach GFWC clubs have—it might spark interest from a non-GFWC volunteer. These personal connections are a great way to share the GFWC brand.

Bring the human side to the GFWC brand, it is easier than you think.

# LEADS 101 for Your State

BY JOANN CALNEN, LEADERSHIP COMMITTEE MEMBER

**D**eveloping leaders is both the struggle and the goal for all organizations; our clubs and State Federations are no different. One opportunity to conquer the leadership shortage is to organize and hold a State LEADS (Leadership, Education, and Development Seminar). Often called Mini-LEADS, these programs are relatively brief and open to all members who might want to attend.

## How to go about holding your seminar?

Each state must consider geography, federation calendars, and its own needs to develop the agenda. A small state could offer numerous one-hour segments throughout the club year, while larger states must consider travel and potential overnight stays for their attendees. They may want to provide their seminar linked to their convention or offer it separately over a day or two. Embedding the seminar into a convention is also an option and reaches all meeting attendees. A series of remote meetings is an excellent option to reach many who may not be able to

travel easily. Whatever option is chosen is a good one as long as the result is to develop and promote future leaders for GFWC clubs and State Federations.

Topics to deliver can vary as well. Favorites are the history of GFWC or the State Federation, governance of GFWC or the state, officers' roles, mentoring, parliamentary procedure, strategic planning, and speaking or listening skills.

If possible, include guest speakers both from inside and outside the organization. Make it interactive; have games such as a Jeopardy session on parliamentary procedure or icebreakers to build teamwork. Sample agendas, possible presentations, and handouts can be found in the [Member Portal Digital Library](#) in the Leadership Toolkit under the "L" Resources folder—look for Resources for Developing a State LEADS Program. Don't forget to take advantage of the GFWC Leadership Committee member for your Region; they are happy to help.







*You are Invited!*  
**2023**  
**Women's History**  
**Month Event**



**WEDNESDAY,  
MARCH 8, 2023**



**GFWC Headquarters**  
1734 N Street, NW  
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**REGISTER: [GFWC.org/MemberPortal](https://www.gfwc.org/MemberPortal)**  
Bringing a group?  
Please contact [Events@GFWC.org](mailto:Events@GFWC.org).

Light Refreshments

