

COMMUNICATIONS AND PUBLIC RELATIONS

ADVANCEMENT PLAN

2026-2028 GFWC CLUB MANUAL

Today, communication entails a Four-Step Process which is planning, strategizing, executing, and evaluating tactics used to get your message out. What is a tactic? Some tactical forms include using visual, written, digital, and audible forms of communication. For your club to become even more efficient and resourceful, you must consider taking the time to develop and execute a marketing communications plan, one that encompasses the Four-Step Process to effectively engage your members, prospects, and your local community leaders.

Engaged members are more satisfied, will see more value in their membership, and will participate in more activities. But how do you create an experience that's truly meaningful to your members?

You need to first create a **MARKETING COMMUNICATIONS PLAN**. It is the first step in understanding your membership! It is how you will shape content that will educate, inform, and motivate current members as well as potential **NEW** members. Executed properly, a good communications plan will also help you **RETAIN** members.

BEFORE YOU BEGIN - ASK THE HARD QUESTIONS!

What do you want your communications to do?

Once you define your goal, you'll need to determine how to reach it by employing one or more tactics or tools.

Next, establish how you expect your communications to influence your members.

What do you expect to happen as a result? Understanding and having realistic expectations of results will help you evaluate the success of each tactic and make strategic adjustments as needed.

This guide will walk you through creating a solid marketing communications plan, define the following tactics, and outline tools that you can utilize to reach your club's goals and objectives:

- Branding
- Public Relations
- Club Communications
- Website
- Social Media
- Digital Meeting Capabilities
- Artificial Intelligence (new!)



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**GENERAL FEDERATION
OF WOMEN'S CLUBS**

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2026–2028 UNITY PROJECT

GFWC MEDIA MAKERS PROJECT: “CREATING, CAPTURING, AND COMMUNICATING THE POWER OF GFWC”



PROJECT OVERVIEW

The GFWC Media Makers Project is a two-year international Unity Project that unifies clubs through the creation of meaningful media that showcases GFWC’s global impact. Clubs build a shared GFWC Media Library of photos, videos, stories, graphics, and templates.

STATE-LEVEL IMPLEMENTATION

This Unity Project is implemented at the STATE/DC LEVEL for sharing, coordination, and collaboration. State Communication and Public Relations Committee Members will serve as the guides – providing leadership, training, communication support, and direction for clubs as they develop and share their media contributions. These committee members help ensure consistent branding, storytelling, and strong statewide visibility across all Federations.

TWO-YEAR STRUCTURE

YEAR ONE: CREATE & CONTRIBUTE

- Appoint a Media Makers Team.
- Learn photography, video, storytelling, and branding.
- Submit at least four media pieces.
- Use GFWC branding for consistency.

YEAR TWO: SHOWCASE & SHARE

- Continue contributing.
- Create one signature media project.
- Participate in the Media Makers Showcase.
- Share projects with State Federations and GFWC International.

HOW CLUBS PARTICIPATE

- Form a Media Makers Team.
- Use the GFWC Media Makers Toolkit.
- Produce and contribute media regularly.
- Store photos, videos, and promotional materials in an organized location within your State/DC for future use and easy access.
- Highlight work locally.
- Complete a Year Two Signature Project.

SAMPLE PROJECTS

- Service in Action Photo Series.
- “We Are GFWC” Video Interviews.
- Canva Template Kits.
- Club Legacy Documentary.
- Joint Media Project with a Local Organization.
- Monthly Media Moments.
- Community Impact Graphics.

MEASURABLE OUTCOMES

- Number of media pieces created.
- Submissions to your State/DC Media Library.
- Public reach and visibility.
- Number of club members trained.
- Participation in signature projects.

PROJECT IMPACT

- For Clubs: Stronger branding, better recruitment tools.
- For Communities: Increased visibility of GFWC work.
- For GFWC International: Unified media identity and stronger storytelling.

FEATURED PROJECTS



FREE MONEY

GFWC Gainesville Phoenix Woman's Club (GA) applied for a grant from 4Imprint.com to receive up to \$500 worth of marketing materials. The grant application was approved, allowing the club to purchase a 3' x 6' banner, a GFWC-branded tablecloth, and a branded A-frame sign to be used at events. The club has used the banner and tablecloth at several community events where branded brochures were distributed. This is a great way to advertise GFWC and club projects at zero cost to the club.



COMMUNICATION CALENDAR

GFWC Marlborough Junior Woman's Club (MA) communication chairman prepared a calendar of Facebook posts for the year. This gave insight to all members on upcoming posts, and helped the club focus on campaign-type messaging. Posts were scheduled over the months to keep engagement high. The club's Facebook page increased followers and reached the MetroWest area. Members commented on posts and shared them on their social media accounts, expanding the club's impact in the community. The focused approach also attracted new members.



PODCASTING

GFWC Mebane Woman's Club (NC) was invited to participate in the "Mebane on the Mic" podcast. The first podcast included many of their projects and the history of their club. They also shared information about GFWC and its mission. The club participated in numerous podcasts about club projects and fundraising opportunities. The podcast has over 2,000 listeners and viewers. As a result, the club has built new relationships within the community, with local officials, businesses, and other non-profit organizations.



RANDOM ACTS OF KINDNESS

GFWC Bruce Juniorette Club (MS) designed Thank You Cards to be used during the high school's "Random Acts of Kindness" week. The club had the cards printed with the GFWC emblem and their club's name. Club members obtained and manned the booth during school breaks, asking students and staff to stop and write a thank-you note to someone in the school. It was a great promotion for the Juniorette club and brought smiles to a lot of people.

Effective Communication and Public Relations are vital to fulfilling the GFWC mission at every level. This CPR Manual provides guiding principles and recommended practices, while the CPR Toolkit serves as a companion resource offering ideas, templates, and tools to support and enhance each section of this manual. The CPR Toolkit is available in the Digital Library on the Member Portal and provides practical, ready-to-use resources designed to assist clubs in planning, implementing, and strengthening their Communication and Public Relations efforts.

GFWC COMMUNICATIONS

BRANDING: GFWC LOGO, EMBLEM, COLORS, AND VOICE

What does “having a brand” really mean? Your brand emotionally connects you to your audience. It is what you stand for as an organization; it is your reputation. Someone may have heard of your club, but a good brand ensures they already know what you do. There is a difference!

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

The GFWC brand consists of the GFWC Emblem, the GFWC Logo with our organization’s full name, the tagline, design guidelines for using the emblem and logo, a clear definition of the organization’s personality, and its values. It is the GFWC moniker commonly recognized by members, Affiliate Organizations, and key stakeholders. Branding aims to establish a significant and differentiated presence that attracts and retains loyal members.

The GFWC emblem and logo are the foremost example of our brand identity and our image to the public. It is a tangible image of our reputation. Club members themselves participate in developing and protecting the GFWC brand by being ambassadors of our image through branded volunteer activities within the community.

Guidelines for how to use GFWC logos, emblems, colors, and photos are outlined in the GFWC Emblem Use & Corporate Colors brochure located in the Digital Library on the Member Portal under “Branding, Emblems, & Logos.”

Additionally, the GFWC brand is made up of other communication tools and identifying features, such as our registered motto GFWC Unity in Diversity® and tagline *Living the Volunteer Spirit!* All GFWC members must continue to enforce strict guidelines set to protect, advance, and establish our unique brand. It is this image within our community that represents our members as an international women’s organization dedicated to community improvement by enhancing the lives of others through volunteer service.



COMMUNICATIONS AND PUBLIC RELATIONS TIP

Create a Branding Kit for your club that includes your club customized GFWC Logo, club brochures and business cards, letterhead for club correspondence, club shirts or aprons, a tablecloth/throw for events, and various other GFWC Branded merchandise.

THE GFWC LOGO AND EMBLEM

LOGO



The GFWC Logo with full name is a registered corporate logo and should feature prominently in all our communications, whether digital or print. It should never be altered and the ® must always appear.

The GFWC Logo is available in two formats:
 1) **Horizontal** and 2) **Vertical**.

The **horizontal format is the main logo format**. The two formats allow for you to accommodate the space limitations of your design, optimizing consistency throughout the Federation. The Logo and Emblem should appear on plain rather than patterned backgrounds.

EMBLEM



Our Emblem may be used by itself within GFWC exclusively. It should never be used as a substitute for our full GFWC Logo with name. It should not be altered and the ® must always appear.

FULL COLOR

Color version for use on light backgrounds.



FULL COLOR REVERSE

Color version for use on dark backgrounds



GFWC COLORS

		
PMS: 1805 C	PMS: 7559 C	PMS: 293 C
CMYK: 21,97,90,12	CMYK: 36,53,98,18	CMYK: 99,78,18,4
RGB: 175,39,47	RGB: 148,108,42	RGB: 16,76,138
HEX: #7c2529	HEX: #946c2a	HEX: #104c8a

SINGLE COLOR

Single solid color version for use on basic single-color applications.



APPROVED VARIATIONS

GFWC Regions, State/DC Federations, and clubs are encouraged to use their customized GFWC logo options on publications and in marketing materials. Region and State/DC logos are available on the in the Digital Library on the Member Portal. Custom Club Logos are available through Canva. The link to access templates is available on the Digital Library.



Discontinued GFWC Logos and Emblems create inconsistency and brand confusion. Please review your group's print materials, websites, and resources to ensure only the updated branding above is used.

GFWC STYLE GUIDE

The *GFWC Style Guide* is the primary reference and consists of standards for writing, formatting, and design to assist GFWC members in maintaining brand consistency in look, feel, and sound. This reference tool ensures the GFWC brand is presented the same when used by everyone in the Federation. It also provides guidance for word choice, tone, design, merchandising, and more.

All GFWC clubs and members have responsibility for the use of the GFWC Logo and Emblem to protect and enhance our brand. Members responsible for creating communication tools should familiarize themselves with the *GFWC Style Guide* located in the in the Digital Library on the Member Portal.

PUBLIC RELATIONS

The primary goal of public relations is to foster positive relations between GFWC and the local communities we work to help. An example of a PR strategy would be garnering positive publicity for your club's activities. In this section, we will define public relations tactics with an emphasis on media relations.

Public relations extend beyond the media. It includes building relationships with key stakeholders in your community such as elected officials, business leaders, community organizations, and key community related to your Community Service Project (CSP). The following tactics provide vehicles for getting your club's messages out.

- Create a public service announcement highlighting your club's selected charity and ask local news outlets to promote it. Ask the charity to also promote with their media contacts and constituency.
- Invite news outlets to promote and attend your events/fundraisers.
- Write op-eds and letters to the editor focusing on causes and issues your club is involved with.
- Promote your club events and activities in community social media groups through county, city, and state media platforms.
- Invite a local respected community member to attend your convention or event to speak firsthand about a cause they are championing and to share information, knowledge, and updates.
- Ask to be recognized by your city council or village board. For example, proclamations commending your club for supporting a cause or the work you do on behalf of your community is a great third-person endorsement, which is invaluable in advancing the GFWC brand.
- Get involved in the local Chamber of Commerce, which will increase your exposure in your community and build important relationships for partnership and strategic alliances.
- Always include the GFWC Logo in your media posts including all promotional materials, such as press releases, correspondence, and print collaterals.

MEDIA RELATIONS

"Media relations" refers to a communications function that fosters relationships with local press, including editors and reporters for newspapers/community publications and broadcasts (television and radio). The tool most often used is a press release. A press release provides the media with the Who, What, When, Where, Why, and How of your announcement. It should be written in a concise and straightforward manner. It is appropriate to issue a press release to announce club projects, progress, and outcomes, introduce a new club program or initiative, and highlight the news value of GFWC's work in the community. Develop a news angle or hook to pique the media's attention to increase the chances for media coverage.

When deciding what to share with the media, consider the following:

- Is this relevant beyond GFWC?
- What is the impact (i.e., dollars raised, people served, community improvement)?
- Why is this story significant?
- Is it unique or unusual?
- Does it improve people's lives?
- What are the major achievements (i.e., significant anniversary, recognition from a program partner or legislative body)?
- Is there a human-interest angle?

Be sure to do the following:

- Proofread! Always do so before sending the release.
- Include the GFWC Logo and Emblem.
- Follow up with your media contacts to ensure they received the press release. Also, this is your opportunity to "pitch" to the reporter why the information you sent is of value to the community and deserves space/time. If information submitted is time-sensitive, make the connection for the reporter as to why the community needs to be informed, answer any questions, and ask when they plan to cover the story.

PRESS RELEASE SUBMISSION TIPS

News stories should emphasize your club's activities and accomplishments, focusing on why they are newsworthy. Human interest and innovative ideas make the best story topics. Be sure to include the GFWC Logo on your Press Release letterhead.

- Has your club implemented a modern solution to an old problem?
- Is your club engaged in any legislative efforts or working on any projects that relate to GFWC Resolutions?
- Numbers and statistics along with a good narrative makes your story compelling and more newsworthy.
- Include photographs! Send photos as email attachments, never embedded in the body of your email or in a Word document. Photos should be in the highest resolution possible, but no less than 300 dpi (dots per inch).
- Include GFWC's boilerplate at the end of the press release.
**See GFWC Boilerplate on next page.*

DEVELOPING A GOOD EYE FOR PHOTOGRAPHY

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

- **Plan Your Photo** so something is happening. People standing or posing together do not make interesting photos.
- **Limit Photographs** to no more than five people. Do not cram a lot of people into the frame. The exception is a group photo.
- **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.
- **Position the Subject** so his or her body is slightly angled (not directly facing the camera) with the head turned to face you.

- **Experiment** with different angles and try several different ideas. Try moving the person in the scene. Have them move forward or position themselves differently.
- **Smartphone Photography** has become the popular choice for taking pictures, and the tips above still hold true.
- **Other tips for Smartphone Photography are:**
 - Hold your smartphone sideways to take pictures.
 - Keep your smartphone still to get a clear shot.
 - Clean the camera lens – your smartphone can get dirty “living” in pockets, purses, and bags.
 - Avoid using digital zoom as it decreases the quality.
 - Observe camera etiquette.
 - Use a selfie stick or tripod to include everyone in a picture when no photographer is available.
- **Be mindful of photographing children.** Ask permission before including them in your photos.

Photo Circle is a great way to collect photos from multiple people at an event. Simply create a circle for your event, then invite participants by text message or by sharing the event QR code. Once they join, everyone can upload their pictures directly to the circle. This creates one shared album filled with memories from many different perspectives, helping capture both the special moments and the story of the event.

GFWC BOILERPLATE

All members are encouraged to use the following GFWC boilerplate in written communication, such as press releases, letters, newsletters, etc.:

The General Federation of Women’s Clubs is a unifying force, bringing together local women’s clubs, with members dedicated to strengthening their communities and enhancing the lives of others through volunteer service. With more than 60,000 members in affiliated clubs in every state and more than 15 countries, GFWC members are community leaders who work locally to create global change by advocating for women, children, and families on issues such as domestic violence and sexual assault, food insecurity/hunger, and promoting healthy lifestyles. GFWC also supports the arts, works to preserve natural resources, advances education, encourages civic involvement, and works toward world peace and understanding.

CLUB COMMUNICATIONS

Creating effective ways to communicate with your membership is crucial to the HEALTH of your club, State/DC Federation, or Region. Do you know how your members like to receive information? Print or electronically? If not, you will want to take time to survey them. Are they open to change? If not, you may need to create a MIX of new AND familiar ways of communication.

You can save hundreds or even thousands of dollars by knowing the answers to these questions. More importantly, by taking the time to understand the communication style and needs of your membership, your members will feel “heard” and will feel valued.



COMMUNICATIONS AND PUBLIC RELATIONS TIP

Always use the GFWC Boilerplate on all press releases to ensure brand continuity.

Always review potential platforms and tools with your boards/committees and general membership before implementation.

NEWSLETTERS (PRINT OR EMAIL)

Club 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 for your club and/or State/District of Columbia Federation.

- Identify a layout and media (electronic, hard copy, or both) that works best for your membership and budget.
- Determine the newsletter's frequency (i.e., monthly, bi-monthly, or quarterly).
- Create an editorial calendar and set deadlines for article submission. Suggested topics include:
 - President's Column – Letter from your State/District of Columbia Federation, and/or Region 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, GFWC Day of Service, your club anniversary, holidays, observances, and member birthdays.
 - Club News – Program updates, accomplishments, recent events, awards, accolades, and community recognition.
- Include information distributed from all levels of GFWC leadership and solicit articles from all levels, as well.
- Cover Community Service Program projects that were completed with or for GFWC Affiliate Organizations and use their logos/emblems whenever possible.
- Assign article writing to club members based on responsibilities as leaders and project organizers.
- Convey knowledge, generate enthusiasm, and enhance your club's public relations outreach, membership recruiting and retention, program development and reporting, and strategic plan.
- Include action photos, when possible, as they add interest to your newsletter.
- Always provide club contact information.
- Include relevant time-sensitive information.
- Always include the GFWC Logo in a prominent place.



COMMUNICATIONS AND PUBLIC RELATIONS TIP

There are many email marketing platforms out there! Be sure to research what is best for you and your club.

A well-designed website is the single best way to attract new members and donors to your club as everyone will visit it before joining or doing business with you.

WEBSITE

Your club website is the public's first and last impression of you and your members! It is always open, 24/7, for all to see, so please make sure it is up-to-date and contains fresh and timely content. Find someone in your club who can create and/or maintain a website. Another resource might be to inquire at local high schools or higher education institutions. This is an important part of your branding, and something you may want to invest in with a third party.

- Appoint a website chairman for your club and/or State/District of Columbia Federation.
- Create a club email account (i.e., GFWCStudyClub@gmail.com) and assign someone to check it regularly. Gmail is the preferred email platform.

- Identify a technology solution that works for your level of knowledge. Possibilities include working with a website developer or designer; securing assistance from tech-savvy friends, family, or volunteers from local schools looking for practical experience; or running and maintaining the website on your own.
- Secure a domain name that clearly portrays your name and includes GFWC (i.e., www.GFWCFlorida.org or www.GFWCWarrenJWC.org).
- Link to www.GFWC.org on your home page and footer to show that your club/ State/District of Columbia Federation is a part of GFWC.
- Include your club's website address in all printed materials, including press releases, business cards, brochures, fliers, and posters.
- Provide the following information on your website:
 - A calendar of meetings, project-related activities, and other club/State/District of Columbia Federation events.
 - Club/State/District of Columbia Federation history, noting important milestones and accomplishments, officers, past presidents, and other achievements.
- Develop a plan for updating the website and share the responsibilities for writing new content.
- The GFWC Logo should be displayed at the top of the website.
- Make sure more than one person has the password and/or administrative credentials to edit the website.
- Include pictures that always tell a story. Be sensitive to the rules involving pictures of children.
- Keep the site current.

Further recommendations are included in the GFWC CPR Toolkit.

SOCIAL MEDIA

Social media users make up 68.7% of the world population. On average, social media users are spending 18 hours a week on social platforms. Make sure to be included in their screen time! A social media presence for your club means a higher opportunity for recruitment, fundraising, and building credibility within your community. (Digital 2026 Global Overview Report, Datareportal.com)

If you cannot decide where to start, consider ranking your club's priorities; it may be more effective for your club's brand to focus on maximizing the capabilities of one or two platforms. Whichever platform(s) you choose, set up a team to monitor it regularly. The platforms that allow followers to interact come with (unspoken) expectations that someone will respond very quickly and that there will be a steady stream of real-time content. Assign a content editor and ask club members to submit information. When appropriate, invite contributors to help create and post on social media platforms. Be mindful who you choose to serve as editor and contributors. All should be trained and provided with the *GFWC Emblem Use & Corporate Colors* brochure and the *GFWC Style Guide*. Always include the GFWC Logo in your social media profile page.

Below are some of the most popular social platforms used, but feel free to research what will work best for your club and members.

FACEBOOK

Facebook is the largest social networking site in the world. If you have not yet established a club, District, or State/District of Columbia Federation page, you should consider doing so during this Administration!

Use your club's name, including GFWC, as the title. The GFWC Logo should be in a prominent place. Appoint someone in your club to manage it. Continually post updates and photos of your activities, create events for your meetings, and make sure to keep your contact information and club website up to date.

Encourage all members of your club who are on Facebook to like your club's page so they can share the information you post with their friends. Your club's page should also like pages of groups you work with, such as national and local partner organizations, news stations, civic organizations, or other groups with Facebook pages.

FACEBOOK LIVE

Facebook Live is a live video streaming service that lets anyone broadcast from their mobile devices straight to their Facebook News Feed, which is perfect for GFWC members! You can do short, live video clips from your fundraisers, installations, meetings, and just about anything you would like to promote in your Facebook feed!

To host Facebook Live, your page must be at least 60 days old, and pages must have at least 100 followers. Personal accounts can go live without these restrictions.

Here are basic instructions on how to use Facebook LIVE:

- Log into your club's Facebook page.
- Go to create "post."
- Select "Live Video" at the bottom of post composer.
- Add a description of your video. Tag friends, check in to location, and add a feeling or activity.
- Tap "Start Live Video."
- Tap "Finish" to end your broadcast.

For more information on Facebook Live, visit www.facebook.com/business/help/626637251511853?id=1123223941353904.

If you have not already given Facebook access to your camera and microphone, you will be prompted to do so. Follow the steps.

INSTAGRAM

Instagram is a free photo and video sharing platform that uses visuals to inform the public about your club's work. People can upload photos or videos to share with their followers or with a select group of friends. It is similar to Facebook and can be connected to your Facebook account. You can post via your mobile device or computer.

PINTEREST

Pinterest is a great platform to share "How To's" and so much more! It can provide inspiration for your meetings or conventions and even fundraising! Users create and share collections (called "boards") of visual bookmarks (called "pins") that they use to do things such as plan trips and projects, organize events, or save articles.

Pinterest is very visual with lots of photos and can be a useful way to show off a project or event and attract new members with like-minded interests to your club. Include the GFWC Logo on your posts to brand the volunteer work we do. The club account, aka business, will need to be connected to the editor's personal page, and they can assign administrative and contributor privileges.



COMMUNICATIONS AND PUBLIC RELATIONS TIP

Do not forget to like GFWC's Facebook page as well! View it at www.Facebook.com/GFWCMembers

Facebook Live is hard to "practice" since it is live, so be prepared! Do something simple the first few times until you get the hang of narrating. Prepare a script and/or questions beforehand.

LINKEDIN

LinkedIn is a free social media platform that focuses on professional networking. It is useful to organizations in collaborating with related businesses and nonprofits that align with your club's core values and interests. Use this platform to establish your club's authority on a cause, issue, or event you're organizing. This platform positions your club as a professional source of information. Be sure to use hashtags and tag people and businesses your club is collaborating with.

These are the primary social media platforms used by GFWC. There are others available and new ones popping up. Be sure to **DO YOUR RESEARCH** to determine which are best to promote your club's activities and membership recruitment/retention.

X

X is a "microblogging" system that allows you to send and receive short posts called tweets. Tweets can be up to 280 characters long and can include links to relevant websites and resources. You can create your own tweets, or you can retweet information that has been tweeted by others. Retweeting means that information is shared directly from the source with your followers who in turn can share with their followers.

The most important thing to understand about X is it serves as a "news" medium. Activities happen in real-time, including national and local events, celebrity news, and weather-related information. It is one medium to get the attention of big brands for sponsorship or to release a public service announcement. When citing X as a news source, be sure to check your facts before using them.

VIDEO SHARING

It is no secret that people love to watch others in action and posting your club, State/District of Columbia Federation, or Region's videos can be a terrific way to attract new members. In this section, we will look at the four largest and most well-known platforms: YouTube, TikTok, Snapchat, and Vimeo.

YOUTUBE

YouTube is the video sharing giant with more than one billion users. People watch more than one billion hours of video on the site daily. YouTube allows users to upload, view, rate, save favorites, share, flag, report, add to playlists, comment on videos, and subscribe to other users.

To sign up for a YouTube account, you must have a Google ID or sign up for a new Google account. Share your videos on other social media accounts or embed videos on your club's website.

Some examples of content to share on your Youtube Account:

- The history of your club (and clubhouse)
- Video Highlights of a recent project or event
- Oral history interviews with club members

TIKTOK

TikTok is a short-form video-sharing app that allows users to create and share videos between 15 seconds and 10 minutes long. You can record and post videos on your mobile device promoting your



COMMUNICATIONS AND PUBLIC RELATIONS TIP

When posting on social media, use short, clear descriptions and photos or videos to tell your story. Summarize your club's activities in 50 words or less, focusing on the main idea in the first sentence. Use additional words only when truly necessary.

fundraisers, club events, meetings, and other activities. Tiktok is the perfect platform to use to create fun, engaging content that shows the personality of your club and the way you help the community.

VIMEO

Vimeo is similar to YouTube. Like YouTube, it lets people upload and share videos. Unlike YouTube, the platform has no advertising, and users pay to upload videos over 1GB of storage. Plans are inexpensive depending on data amount, but there is also a free, basic plan. Vimeo is targeted toward business and educational content, providing advanced customization of video appearance and access.

HASHTAGS

Hashtags are an effective tool for group conversations or content. When creating a new hashtag, always include GFWC in the wording. Recommended hashtags for social media posts for GFWC members include:

- #GFWC
- #GFWCHQ
- #WeAreGFWC
- #UnityInDiversity
- #LivingTheVolunteerSpirit
- #IamGFWC

ADOBE ACROBAT

Adobe Acrobat is a powerful tool for viewing, commenting, and creating fillable PDFs. Consider purchasing the Pro version, which allows you to modify PDF documents, organize pages, combine pages into a new document, and many more tools. The cost is reasonable and includes training.

CANVA

Canva is a free-to-use online graphic design tool. It can be used to create social media posts, presentations, posters, videos, and much more. Use Canva templates provided by GFWC like the GFWC Club Logo to achieve a consistent, uniform look to your communications.

Canva Pro is available free for nonprofit organizations. Nonprofit accounts can have up to 50 users per organization (club or State/DC Federation). Each account must be registered separately using the group's full name listed on their 501(c)3 form. For more information on Canva Pro for Nonprofits visit www.canva.com/help/canva-for-nonprofits/



THE GFWC ADVANCEMENT AND PROGRAMS FACEBOOK FORUM

The [GFWC Advancement and Programs Facebook Forum](#) is a private group that contains valuable information for GFWC members. Membership, Leadership, and CPR chairmen lead the Forum. You can invite other GFWC members to join or request to join. A few simple questions must be answered since it is a private page. The videos include a variety of topics and have been stored since their creation in 2018. Every GFWC member is encouraged to join. It does require a Facebook account to participate.

VIDEO CONFERENCING PLATFORMS

A necessary piece of your communications strategy is utilizing digital communication tools, such as online meetings, text reminders, webinars, and podcasts.

Online or mobile collaboration means improved efficiency and increased productivity, but only if you have the right tools for collaboration. It also means monetary savings for your club, District, or State/ District of Columbia Federation budgets.

ZOOM

This product allows for easy video calls, online demos, or webinars with your virtual teams. Advanced features include selective screen sharing where some participants can see the presenter's screen and others cannot. The free version allows for a 40-minute meeting. There are monthly and annual subscriptions which allow for unlimited meeting time.

MICROSOFT TEAMS

This is a chat and video conferencing product included with the Microsoft Office product subscription. Meetings can be scheduled with video calls and screen-sharing options.

FILE SHARING PLATFORMS

GOOGLE DRIVE

All club records can be stored on Google Drive and accessed by all members at any time. No more waiting for someone to send something to you! Google Drive also offers a ton of storage for a low price, so implementing Google Drive and G Suite tools for your whole team is simple and definitely worth the price.

WE TRANSFER

WeTransfer is an easy way to share large files! You can move whole folders at the touch of a button by sending them through a link. WeTransfer is safe and secure, and plans start at free. The platform makes it easy to share files without limitations and gets them where they need to be. Free plans include the ability to send up to 2 GB of files, while the largest plan (annual fee) can assist with storing club information in a cloud setting to keep your records safe. Your transfers are shared via a link, which allows users to download and receive files. Links expire after 7 business days. You are notified when the receiver downloads your files.

DROPBOX

Dropbox is a cloud storage app used to share documents. It has a user-friendly interface and is simple to use. You can store documents from your computer by dragging the appropriate files over to the Dropbox icon through their downloaded software or access files from anywhere online. You can share files and notes to non-Dropbox users with a simple link.

SHAREPOINT

SharePoint is a Microsoft product that comes with your Office subscription. It is a highly effective way to save files on the Cloud. Any Microsoft user can access the files once shared with them. The downside to this product is the cost and only Microsoft users can access the files.

When you survey your members, be sure to include a question about digital meetings and communications. Investigate what will work best for you and your club/committees/boards/memberships, and you will be rewarded with more efficient and (in many cases) more affordable ways to conduct club business, all while streamlining communications with your members.

PODCASTS

Podcasts are a tremendous way to stay connected to your members, especially if they cannot make a workshop, or State/District of Columbia Federation or Region presentation. Information can be recorded so members (and potential members) can download and listen to it when it is convenient for them.

People listen to podcasts while driving, flying, working, and exercising. It is all about convenience and access to information anywhere, anytime, anyplace – saving time. Many podcasts are free to download, and some are even free of commercial advertisements.

Podcast productions can range from carefully scripted to totally improvised discussions; what is important is the topic discussed. **Buzzsprout** is a wonderful resource for hosting your club, State/District of Columbia Federation, or Region podcast(s), offering a free plan and several low-cost plans, depending on your needs.



COMMUNICATIONS AND PUBLIC RELATIONS TIP

Research which podcast hosting sites/plans will suit your club, State/DC Federation, or Region best!

ARTIFICIAL INTELLIGENCE (AI)

Artificial Intelligence (AI) is a powerful tool that can support our GFWC work by helping us brainstorm ideas, draft materials, stay organized, and save valuable time – **but it should never replace our creativity, wisdom, or passion for service.** Use AI to assist with tasks like writing, planning, or designing, but always review, personalize, and protect privacy by never entering sensitive information. Today, AI can help you analyze which messaging tactics are most effective, generate customized messaging for specific audiences, and even predict what kinds of communication will resonate best. Remember that AI can make mistakes, so double-check facts, names, dates, and details.

While AI can streamline our work, it cannot replace the human connection, compassion, and originality that define GFWC clubwomen. Used wisely, AI enhances our impact; used carelessly, it can mislead or harm. Treat AI as a helpful assistant – not the author of your story.

GREAT AI TOOLS TO TRY

- ChatGPT – Writing assistant (flyers, agendas, emails, press releases, scripts, brainstorming).
- Claude – Great for long documents, research summaries, and deep reasoning.
- Google Gemini – Integrated with Gmail and Docs; helpful for rewriting or summarizing.
- Jasper – Marketing copywriter for ads, social media, and newsletters.
- Writer.com – AI writing tool with brand voice consistency for organizations.
- QuillBot – Rewriting, summarizing, and citation helper.

CONTESTS

The Communication and Public Relations Committee oversees two contests: **Newsletter** and **Website**. Certificates are awarded to the top three club entries while State and District of Columbia Federations compete for top billing within each membership category. Please refer to the Contests Section of the GFWC Club Manual for further information.

AWARDS

GFWC recognizes State/District of Columbia Federations for outstanding projects and clubs for creative projects in implementing effective Communications and Public Relations projects and Affiliate Organization projects as follows:

- **Certificate to one State/District of Columbia Federations in each membership category**
- **\$50 award to one club in the nation for project creativity**

Award winners will be determined by entries into the Award Program. Each State/District of Columbia Federation may submit one State/District of Columbia Federation Award Entry and one Club Creativity Award Entry for the Communications and Public Relations projects. **Entries should be submitted to the State/District of Columbia Federation Communications and Public Relations Chairman.** Forms are accessible to the State/District of Columbia Federation Presidents in the Member Portal.

Note: Clubs do not submit entries directly to GFWC or GFWC Chairmen.

Refer to the Deadlines for GFWC Awards and Contests sections of the Club Manual for more information.