



# **Top Projects**

## *From the 2016 Award Entries*

These programs and projects were selected as the Top Projects by the GFWC Special Project, Community Service Program, and Advancement Area Chairmen. The lists were comprised from the State Award Entries and Club Creativity Award Entries submitted by state chairmen.

## **COMMUNICATIONS AND PUBLIC RELATIONS ADVANCEMENT AREA**

### **Communications & Public Relations Plan**

The GFWC Atlanta Woman's Club (GA) has a very extensive Communications and PR plan. In addition to using a website, they also use Facebook, Twitter, LinkedIn, Pinterest, Instagram, a Wikipedia Page, and a Vimeo site. All of the social media sites link to their website. The club produces a video each year of their activities and some of the charities they support. To celebrate their 120<sup>th</sup> Anniversary, the club of 109 members produced an additional video this year. GFWC Georgia is redistricting next year, so the club also produced a video featuring the clubs that will make up their new district. The videos are posted on their Vimeo site.

### **Fundraising Promotion**

GFWC Holden Beach Woman's Club (NC) used Communications and Public Relations to promote their 2015 Annual Charity Gala Luncheon, Silent Auction, and Fashion Show, which also included a 50/50 Raffle and Stock Your Wine Cellar Auction. Prior to the Gala information was distributed to local print media and radio, and by printed invitations and Facebook posts. Hope Harbor Home, which services Domestic Violence victims and survivors, received \$10,500, and Providence Home, the Emergency Shelter for youth in Brunswick County, received \$10,000.

### **Geocache Location at Clubhouse**

The Riverside Woman's Club (CA) decided to have a geocache location at their historic club house. Celebrating their 120<sup>th</sup> year, they offered the Sarah Maloy Geocache named after their club's first president. The club also maintains an outdoor library on the site. The online description of the geocache noted, "Take a book, leave a book, and check for a geocache while you're here! The Riverside Woman's Club has been around since 1896—120 years ago!—founded at a meeting at Dr. Sarah Maloy's medical office. RWC is supported by hundreds of women who care, and who love to read. This cache is easy to get to, easy parking, lots of muggles. Take a moment to appreciate how difficult it was to be a female physician in the late 1800s, and take a book too!"

### **Clubhouse in the News**

The 37 members of Lake Butler Woman's Club (FL) put their heads together to come up with a creative way to get their name out into the community and raise funds with a 5k run when their 100-year-old clubhouse needed repairs. Articles about the history of the clubhouse appeared in newspapers. Signs and flyers were plastered everywhere and a message recorded by two members was aired on the radio. For the 5k run, the Health Department provided water, bananas, and granola bars. Tents were set up in the park for face painting and art for children, and for vendors selling crafts. Meals of Boston butt and chicken were sold for lunch. The run started at 7:30 on a chilly November morning and raised \$12,000 for the clubhouse!

### **Multimedia Blitz for Membership**

The membership committee of Oconomowoc Junior Woman's Club (WI) initiated a membership campaign with a meet and greet at a local wine shop. With a limited budget of \$250, they decided to use a multimedia approach. Postcards were designed and printed and also uploaded to Facebook. They paid \$25 to have the event promoted on Facebook and reached over 1,586 people with the first post. A total of 196 people were added to the invite list and the post was shared for two weeks leading up to the event. The club also used its Twitter page to share information and joined the local chamber of commerce, utilizing their email blasts to invite potential new members as well. Over 20 potential members showed up to meet current members and learn about the club, and event photos were posted to the Facebook page.

### **Pass the Water Promotion**

The Austintown Junior Women's League (OH), with 29 members, helped their community and spread the word about their great club at free concerts, held at a local park in summer when the weather is warm and humid. Securing a donation of cases of bottled water, they labeled the bottles with their club information and distributed them at each Tuesday concert, free of charge, helping concert attendees stay hydrated and sharing club info. This program cost pennies but the benefit to community and club was priceless.

### **Federation Day Event Promotion**

The GFWC-South Brunswick Islands (NC) hosted a “Night of Benevolence: Caring for our Community” as part of their April Federation Day celebration. Professional, customized invitations with the GFWC logo and club name were sent to local media, charitable organizations, local representatives, and Federation leaders, with a special message enclosed inside for each recipient. An informational pamphlet about the club and GFWC, with the tagline, “If it needs doing, we’re doing it!,” provided awareness about service to the community. The event recognized the club and 25 other organizations for their big hearts and work in the community, promoting both the Federation and community at one event. An article and photos appeared in the local newspaper.

### **Social Media Fundraiser Promotion**

The GFWC Stone Mountain Woman’s Club (GA) partnered with the GFWC Lilburn Woman’s Club to hold the Jawbones (lawyers) vs. Sawbones (doctors) basketball game fundraiser for the Side by Side Brain Injury Clubhouse. The event was promoted on the clubs’ websites and Facebook pages. In return, the clubs’ sponsorships are promoted on the Clubhouse’s website, as well as their Facebook page and in the Side by Side Newsletter. A third club, GFWC Dunwoody Woman’s Club, was also a sponsor of the event. All sponsors are listed in the event brochure and on the Side by Side website.