

GFWC Advancement Plan Communications and Public Relations



Chairman

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Successful public relations and professional communications promote GFWC clubs, districts, states, regions, as well as the national organization. It is important to publicize our clubs' projects in order to let the public know we are and the impact we make in our local communities. Many platforms can be used to raise awareness, enlist community support, recruit new members and form partnerships with local organizations and businesses.

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?

Create a COMMUNICATIONS STRATEGY. How you shape the content will educate, inform, and inspire current members as well as potential NEW members. Executed properly, a good membership communications strategy will also help you RETAIN members.

There are many GFWC tools to help you create publications, including boiler plate, guidelines for GFWC logo usage, media submission and ideas to leverage for creating an effective communications strategy.

For more information on best practices and branding refer to the Communications and Public Relations Advancement Plan in the GFWC Club Manual.

- Communication Tools:

- Newsletters – can be mailed, posted on-line, or e-mailed
- Local Newspapers
- Press Releases
- Photo Releases
- Websites
- Social Media

- Facebook and FaceBook Live
- Video Sharing and YouTube
- Pinterest
- Instagram and Snapchat

Remember to use #hashtags

Membership Brochures

- GFWC Materials
- GFWC Brochures
- GFWC History Timeline

Community Awareness:

- Federation Day
- Special Events
- Sponsorships

Media Relations:

- Calendar Listings
- Press and Photo Releases
- Letters to the Editor and Opinion Letters
- Public Service Announcements

Other Considerations:

Strengthen GFWC's presence and role within your community by representing the Federation on the boards of other local organizations and associations (i.e., chambers of commerce, beautification committee, and library board).

Participate in community events, such as parades, holiday lighting celebrations, high school athletic events, and other community-wide celebrations.

AWARDS FOR COMMUNICATIONS & PUBLIC RELATIONS ADVANCEMENT PLAN:

- One overall award is given from all club entries
- One Club Creativity Project award is given from all club entries.
- GFWC offers two Club Contests under GFWC Communication and Public Relations: Newsletter and Website. Entries are submitted directly to GFWC. Certificates are awarded to the top three Club entries. Details for these contests can be found in the Advancement Plan in the GFWC Club Manual.