

**GFWC of North Carolina Communications and Public Relations Advancement Plan  
Top Ten Projects- 2022**

**Fuquay-Varina Woman's Club: Suburban Living Article Effectiveness-** Suburban Living is the local magazine for our community that is mailed to every household in Fuquay-Varina quarterly. Several club members were interviewed for an article in the Hometown Heroes section. The article contains the Collect for Clubwomen with a photo of our newly inducted board members. It also includes a photo of our clubhouse and a photo of five members working on a project. The article was a great success and brought an increase in web traffic, an increase in followers on Facebook, and it garnered a few new members and visitors that read the article and thought they would love us, too! With the readership being our target market of the Fuquay-Varina area, it gave a basic education to our fast-growing community covering who we are and what we do, giving great information and an inside view of our amazing club. **61 MEMBERS 12 HOURS**

**The Charlotte Woman's Club: Social Media-** Social media has become a part of everyone's existence. We use social media to announce our upcoming events and post pics of socials, project and meetings. For example, in the month of November, we posted photos of our members recycling in celebration of National Recycling Day. We posted our Junior members at Junior Fun Day at the Innovation Barn. We posted members fitting children for new shoes at a recent Shoe Closet trip. We've also received "shout outs" from other social media sites for the work we have from projects like collecting items for domestic violence awareness or animal rehabilitation. Having a presence on social media saves a club from investing hundreds or even thousands of dollars distributing pamphlets only to announce they exist. The Charlotte Woman's Club has assigned a dedicated member to keep up with and post on our social media sites. **39 MEMBERS 15 HOURS**

**Sedgefield Woman's Club: Private Page on Club Website-** The club has a tab that is password protected because it is only for club members. Members can view past meeting minutes, read the GFWC-NC club magazine, and find tools they need such as the club's roster, bylaws and standing rules, Zoom links for meetings, budget information, and club history. The "new member application" is housed there which is used by members to recruit new members. Having these applications available online has encouraged current members to recruit new members. Housing these member resources online saved nearly \$1,000 in annual printing costs. **123 MEMBERS 100 HOURS**

**GFWC Cape Fear Woman's Club: Zoom Meeting:** It was apparent in February that we should not come together for a meeting. Covid was rampant. For our second meeting, we held our meeting via ZOOM. We quickly put together the invitation and discovered several members had never used ZOOM before. We made sure the directions were easy to follow. Our parliamentarian also put together best practices for meeting using ZOOM. These policies included muting, raising your hand to be recognized, etc. Our speaker, Randy Creech from Boys and Girls Home, was grateful that he could join us from his office. **12 MEMBERS 11 HOURS**

**Cary Woman's Club: Membership Strategies-Promotions-Visibility & Impact:** Our club manages and maintains a public Pollinator Garden at the entrance to our meeting space, the Page-Walker Arts & History Center. Each August the town hosts the Lazy Daze Arts & Crafts Festival, attended by 50,000-60,000 people. Our clubwomen host an exhibit at the garden during the festival and this serves as promotion for the club and is a great membership recruitment tool. **29 MEMBERS 114 HOURS**

**Camden Woman's Club: Daily Advance Article-** Camden Woman's Club had four pieces in the Daily Advance. These include: an interview with one of our newest club members on why she joined and what the club means to her; a full page ad for our annual fundraiser, Holly Days; an article published after Holly Days showcasing the success of the show and the club; and a write up about the District 9 Fall Meeting that included an interview with GFWC-NC President Kim Fulcher and a photo of club member & District President Donna Harrell presenting President Fulcher with our club's decorated bra that was entered in the community's Bra-Ha-Ha supporting breast cancer awareness and free mammograms for the uninsured. **38 MEMBERS 4 HOURS**

**Cape Fear Woman's Club: Brunswick Magazine Effectiveness** - In March, a press release was drafted and sent to North Brunswick Magazine. The GFWC press release template was used. An article appeared on the magazine's blog. As a result, we had inquiries from six prospective members. Four attended the next meeting. **12 MEMBERS 2 HOURS**

**GFWC of Holden Beach: Community Visibility-** Printed Thank You cards (blank inside), were used for handwritten notes to over 200 donors and sponsors of the 2022 "Blooming for a Cause" Charity Gala and throughout the year. **46 MEMBERS 200 HOURS**

**The Woman's Club of Raleigh: Yearbooks-** Yearbooks are distributed to members at the September meeting. This is a massive undertaking that begins in June for printing in August. Sponsors are sought, Board of Directors, CSP Chairpersons, and other committees join forces to plan out the forthcoming year's calendar. Members' pictures and names, addresses, birthday are listed. The seven sections are, Leadership, Financial, Governance, Calendar, CSPs Membership and Sponsors. GFWC information is included with leadership information and featured projects and programs. The calendar lists events from September to August. Members deliver the Yearbooks to members unable to pick them up. **230 MEMBERS 1500 HOURS**

**Greensboro Woman's Club: Club Logo T-shirts** - A few years ago, one club member designed a T-Shirt with the club's name and logo. Each year, new members can order a shirt. Often old members order new shirts or additional shirts. It's fun to have various styles to wear depending on the weather! Some members get multiple styles. This year 12 new shirts were ordered. All members are encouraged to wear the shirts when participating in community projects, thus helping to identify our organization to the community. Over 60 % of our members have purchased at least one shirt. **80 MEMBERS 10 HOURS \$60 IN-KIND DONATIONS**