

## **GFWC of North Carolina Communications and Public Relations Advancement Plan**

### **Club Creativity Award**

#### **THE EXTRA MILE CAMPAIGN**

At the start of the new administration, the Fuquay-Varina Woman's Club worked to develop a President's Special Project Campaign to implement along with improving their brand, print marketing, web marketing, projects, and connections. The Club President chose to expand on the GFWC-NC Mountains to Sea Trail theme and make her project "*Go the Extra Mile*" and they developed a project logo from that theme.

In the first meeting with the Community Service Program (CSP) Chairmen the President asked each CSP to develop a brand-new project for the year, improve ongoing projects and explore ways to go the extra mile in connections with other CSPs, organizations, and businesses, in an effort to build bridges in the community. Each CSP offered ideas on building the club brand and improving marketing. The president's monthly article in the newsletter is called *The Extra Mile* and is meant to keep the CSPs and members thinking about how to "*Go the Extra Mile*" in everything they do.

The club printed note cards that featured a watercolor of a hiker looking towards a path that leads to the mountains. Upon opening the card, the *Go the Extra Mile* logo is centered in the top panel. These cards have been mailed for encouragement and as a thank you for going the extra mile to make connections to correspond with visitors.

The campaign also has a recognition effort. At the beginning of the club year, SWC started a monthly award (a walking stick) given at the general meetings. The walking stick is given by the Vice President of CSP to the member that has gone the extra mile in the previous month. The walking stick is transferred to the new monthly winner at the next monthly meeting.

The club started a Public Servant of the Year Award in 2022 to give recognition to a public servant that has gone the extra mile in serving the community. In addition, they chose a Strong Woman of Fuquay-Virina each month and recognized them in the club newsletter.

All members have taken part in the *Extra Mile Campaign*. At the end of the year, they had 22 new members and raised over \$7,800. They implemented a logo and brand recognition campaign, a new website, improved their use of social media, updated the club brochure, and created a business card for an easy way to give membership information.

1 PROGRAM 61 MEMBERS 84 HOURS \$304 IN-KIND DONATIONS