



General Federation of Women's Clubs of Massachusetts
Donna M. Shibley, President



Communications and Public Relations ~ 2020-2022

Position Open for Chairman

Questions – contact Jen Nowak, Dean of Chairmen, 413.596.5504 | jwnowak@charter.net

Everything You Do Has A Public Relations Component: How would YOU describe your club? Dynamic? A powerful force in your community? Works to affect change? It is extremely important to get the word out; how else will other women in the community know you exist? Communications and Public Relations is tremendously important to the work of your club.

Public relations is not just publicity; it is the interrelationships between GFWC, your club and its members, the general public, and other entities, including the government. Your communication with the public should also let others know that you are part of a vibrant global organization. Pictures tell a story! Publicizing your club's projects lets your community know you exist and that you are doing important work. It also can attract new members!

Branding: "The GFWC brand is our image to the public – it's the collective GFWC identity that conveys and image of friendship and volunteer service to our target audience."

- Use the **GFWC emblem** - know the dos and don'ts when using
- Use registered trademarks: "**GFWC~It's a Volunteer Thing!**"[®] or "**GFWC Unity in Diversity**"[®] or the tagline: "**Living the Volunteer Spirit**"
- Use **GFWC** as a part of your club name. It is not necessary to officially change your club's name to use GFWC in front of it for publicity purposes. Let everyone know that your club is a member of the General Federation of Women's Clubs.

Social Media: Gives people the power to share, makes the world more open and connected. Keeps your club in the public eye. Use hashtags to connect #IamGFWC with others.

- **Facebook:** Clubs can post events, photos, videos - post frequently for maximum visibility.
- **YouTube:** Post PSAs, club activity video blogs, or interviews on local cable stations
- **Pinterest:** Collect ideas for projects and interests, create and share collections

Community Awareness: What is GFWC, GFWC Massachusetts, GFWC **your club name here?**

- **Celebrate April 24 GFWC Federation Day** and Volunteers in Action Week (the week that includes April 24) with a publicity activity.
- **Special Events** such as holiday receptions, candidates' forums, art shows, book signings, lectures, and discussions are great ways to draw attention to your club and GFWC.
- **Sponsorships** of relevant events that someone else is planning if you don't have the resources to sponsor your own (e.g., sponsor a local sports team, adopt a highway).
- **Other Considerations** - represent GFWC MA on the boards of other local organizations.
 - Participate in community events, such as parades, holiday lighting ceremonies, high school athletic events, and other community wide celebrations.

Be proud of your club accomplishments and brag to your townspeople about what you do!

For many more ideas check out the *2020-2022 GFWC Club Manual* on the [GFWC Massachusetts](#) web site by going to the **ABOUT** tab click on **What Do We Do?**