

# GFWC Massachusetts 2022 Report

Reports are due by **January 31**

## GFWC ADVANCEMENT PLANS: COMMUNICATION AND PUBLIC RELATIONS

|               |              |
|---------------|--------------|
| Name of Club: | Prepared by: |
| Email:        | Phone:       |

| GFWC ADVANCEMENT PLANS             | Number of Projects | Volunteer Hours | Dollars Spent |
|------------------------------------|--------------------|-----------------|---------------|
| COMMUNICATION AND PUBLIC RELATIONS |                    |                 |               |

PLEASE DESCRIBE UP TO 4 OF YOUR BEST PROJECTS ON THIS AND ONE OTHER PAGE.

**Email** this form to [HQSecretary@gfwcma.org](mailto:HQSecretary@gfwcma.org) (Verification email will follow receipt of reports within 48 hrs.)

Or **Mail** to GFWC MA Headquarters, PO Box 679, Sudbury, MA 01776

Mark with an \*(asterisk) any project/s that supported a GFWC Affiliate ~ look on website for Affiliate list.

*Example format: (This may be deleted when you fill out form)*

### **Creative Posts to Stay Current in the Community ~ 1 member/15 hours**

The **GFWC Crowley Club of Cambridge** appointed a Publicity Chairman in for the first time in many years. Having a Publicity chair during 2020 was vital and helped the club to be focused on keeping recognition in the community when many of the events were not happening. There were 110 posts to Facebook for the year which included promotion of virtual events as well as themed posts; Wisdom Wednesday, Throwback Thursday, and a lot of “positive” posts to support a more positive energy inside and outside of club. The focus on posting and having membership engaged online supported the membership and their community in 2020.