

# 2022-2024 GFWC Communications and Public Relations Committee



# Let's talk

Newsletter  
Vol. 1, No. 2  
November 2022

## 2022-2024 COMMUNICATIONS AND PUBLIC RELATIONS COMMITTEE

**Jen Nowak**, Chairman  
GFWC New England Region  
Correspondence to:  
[jwnowak@charter.net](mailto:jwnowak@charter.net)  
Award entries to:  
[CPREntries@charter.net](mailto:CPREntries@charter.net)

**Loretta Caron**  
GFWC Great Lakes Region  
[loretta\\_caron@sbcglobal.net](mailto:loretta_caron@sbcglobal.net)

**Jill Passaretti**  
GFWC Mid-Atlantic Region  
[jill.passaretti@gmail.com](mailto:jill.passaretti@gmail.com)

**Bette Kuboushek**  
GFWC Mississippi Valley Region  
[bkuboushek@gmail.com](mailto:bkuboushek@gmail.com)

**Penny Peterson**  
GFWC South Central Region  
[penny.peterson3@gmail.com](mailto:penny.peterson3@gmail.com)

**Hope Royer**  
GFWC Southeastern Region  
[hoperoyer@aol.com](mailto:hoperoyer@aol.com)

**Becky Bolden**  
GFWC Southern Region  
[beckybolden11@gmail.com](mailto:beckybolden11@gmail.com)

**Nancy Kaufman**  
GFWC Western States Region  
[npkauf@comcast.net](mailto:npkauf@comcast.net)

Visit the **GFWC Member Portal**  
for the following information:

2022-2024  
COMMUNICATIONS AND  
PUBLIC RELATIONS  
Club Manual

COMMUNICATIONS AND  
PUBLIC RELATIONS  
TOOLKIT

Contest Information:  
GFWC Newsletter Contest  
GFWC Website Contest

[WWW.GFWC.org](http://WWW.GFWC.org)

Use the **Gems of Communications** for a newsletter or sending emails.

- The Member Portal under L for Logos is where you can find: all the CSP logos, 2022-2024 Administration Logo, and the GFWC Emblem. They are ready to be downloaded and used in your communications.
- Share information about GFWC and your State by adding those websites to your newsletters and emails.
- Make sure contact information is concise and easily located by using a different font color or use bold print.
- Read and re-read before you publish or send, check the details ~ Get it right the first time!



The **GFWC Advancements and Programs Forum** on Facebook is in full swing and posting daily with pertinent information for club members. This is a private Facebook page so you are not able to *share* information; however, you can copy and paste that information into your own Facebook page to *share*.

Currently, we have over 1,700 members, have you signed up yet? Simply ask to *Join Group* and answer the 3 questions to verify you are a GFWC Member, and you will be accepted into the forum by one of the administrators.

The first Thursday of every month is **Thumbs Up Thursday** with monthly video postings from other GFWC Chairmen or members of the Board of Directors. The second Tuesday of each month is **Teach It Tuesday** featuring videos with topics from the GFWC Leadership, Membership, and CPR Committees. If you miss the dates, the recorded videos are on the Forum for you to watch at your convenience. Make time to watch the **Branding GFWC** video from October 6<sup>th</sup> to get some great ideas to use in your club.

*The General Federation of Women's Clubs is a unifying force, bringing together local women's clubs, with members dedicated to strengthening their communities and enhancing the lives of others through volunteer service. With nearly 70,000 members in affiliated clubs in every state and more than a dozen countries, GFWC members are community leaders who work locally to create global change by supporting the arts, preserving natural resources, advancing education, promoting healthy lifestyles, encouraging civic involvement, and working toward world peace and understanding. For more information, please visit [www.GFWC.org](http://www.GFWC.org) or call 1-800-443-GFWC (4392).*

# GFWC Member Portal

## Are you in?



- Go to GFWC.org website
- Member Login – (red box on upper right corner)
- Enter your information and click “Join”
- You will receive a verification email
- Login with your newly created password
- Save your password so you will be automatically logged in for future visits on site
- Once you are set up and logged in, input your profile information
- Click on the circle icon button at the top right-hand corner on the blue bar and a drop-down menu will appear. Click on **My Digital Library**
- Click on the **Resources Folder**, click on **Index** and print this out. This document will make it easier to find what you are looking for!

Documents and forms are in each folder. They are indexed alphabetically. Go to the letter in the name field (in blue) where the documents you need are located. For example, click **C**, and you will find the **Club Manual** or **F** for the **Friendsgiving National Event**.

The GFWC Communications and PR Committee is looking forward to reading your state award entries. Now is the time to reflect on the activities in 2022, be ready to share what your club did for Communications and Public Relations. Tell us about how technology helped your members communicate, schedule meetings, share documents, or conduct business. Have changes that happened during turbulent times become common practice? Is your club stronger because of these changes? Has your club sponsored a town event or sports team in your community? If so, how was the club recognized? Communications and Public Relations activities are often left off state reports. Please don't forget about this part of club work, a lot of time, effort, and creativity go into promoting your club and communicating with the members.

Let's not forget about the two contests the Communications and PR Committee is anxiously awaiting! The Newsletter Contest and the Website Contest. Look for the specific guidelines in the Club Manual. In January the newsletter will focus on the details of the award entry process.

## *Have you heard about the new* **GFWC Friendsgiving Event?**



**GFWC Friendsgiving** ~ a wonderful opportunity to be *Thankful* for the community's support and to BRAG about the good GFWC grassroots volunteering your members participate in while gaining a few new members in the process!

All the documents needed to plan a successful event are located in the  
*GFWC Friendsgiving ~ Box of Gems*  
located in the F Resources Folder in the Member Portal

**Now's the time to start planning your club's  
GFWC Friendsgiving Event**