

2022-2024 GFWC Communications and Public Relations Committee



Let's talk

Newsletter
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2022-2024 COMMUNICATIONS AND PUBLIC RELATIONS COMMITTEE

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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

The General Federation of Women's Club proudly announced on November 13, 2023, the rebrand for the national organization.



GFWC
est. 1890
**GENERAL FEDERATION
OF WOMEN'S CLUBS**

Region Wrap-Up

The Communications and Public Relations workshop at the Region Conferences gave attendees an opportunity to think creatively on ways to Brand the General Federation of Women's Clubs.

Five activities were distributed to small groups to collaborate and answer. The presenters were thrilled to see the enthusiasm in which members responded and shared their results. The only complaint was: "There wasn't enough time!"

It is a known fact that GFWC Clubwomen are talented, and their talent was shining bright at each region meeting. There were newspaper editors, singers and songwriters, cheerleaders, and linguists in attendance each week.

Read through the unedited fun, creative, spontaneous, and clever answers that were compiled from all eight regions. Using some of these suggestions, think of a few new Branding ideas for 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 over 60,000 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 or call 1-800-443-GFWC (4392).

Activity #1 ~ Write an article Headline and the first few lines of the article to convey what the General Federation of Women's Clubs is known for.

Do You Want to Make a Difference in Your Community - General Federation of Women's Clubs is made up of individual clubs in our community working to make your community better for all.

Who is GFWC? - This international volunteer organization can be found in YOUR local community! Known as the General Federation of Women's Clubs they reach the hearts of everyone they meet.

GFWC: Improving Our Communities One Volunteer at a Time - Join women from around the world to serve and improve lives.

How do you spell Volunteer? - GFWC ~ the General Federation of Women's Clubs

Women of Service - We service and support our communities through volunteering.

GFWC Gives Back to Communities - Not just to our own local communities, but to communities around the world through big projects like Operation Smile and small things like community table dinners serving 60-80 people.

GFWC Questers Living the Volunteer Spirit - Sponsor programs for students: music, arts & citizenship, and writing. Helping the environment: recycling. Helping education and libraries. Knowledge about health and wellness. Civic engagement & outreach: veterans, legislation/public policy

Unity and Diversity volunteering to promote & improving our communities. - GFWC is the oldest & largest women's volunteer non-profit organization in the world. Promoting Arts and Culture, Health and Wellness, Education, and community support.

Lose 10 pounds with the General Federation of Women's Clubs - Join the Papillion Junior Women's Club as we walk in support of the Alzheimer's Association.

The Volunteer Spirit in Action - A group of community women gathered to clean city ditches and streets to "keep our town clean."

GFWC - Making it Better - GFWC is the General Federation of Women's Clubs that: builds like long friendships, helps through community service, develops women in leadership

GFWC Women in Action Launch Signature Program - Promote October Domestic and Sexual Violence Awareness Month

Creating Volunteers - Yesterday, Today, and Tomorrow - GFWC is an organization that does good works in each of our communities and beyond.

1.5 Million Served while Living the Volunteer Spirit - What in the World is the General Federation of Women's Clubs? It is over 60,000 women serving the local and wider communities.

We Can, We Will, We Do - With over a century of volunteer experience, the General Federation of Women's Clubs bring change to local communities. Tailoring to the needs of each local community, GFWC supports those who need it most.

GFWC Promotes Literacy for Children - GFWC members have collected books to distribute to children who lack access to a local library. Reading enhances their ability to change their lives AND ours.

Building with Volunteer Spirit - 75% of Libraries started by GFWC volunteers. Seatbelts in cars and the Pure Food and Drug Act were enacted through Legislation. These are but a few of the accomplishments of GFWC members with Volunteer Spirit.

Are YOU Ready to Make a Difference? - Gather your spirit, heart & work ethics, ideas, and love. Join an enthusiastic group of fun women and volunteer in the community.

VOLUNTEER!!! - Join the largest women's volunteer organization in the world. Meet a diverse group of friendly people from your community and beyond.

Hip, Hip Hooray
Let's start a new day
We'll Brand GFWC
in a very special way
Hey, Hey What do you say?
GFWC is the volunteer way
Winter, Spring, Summer, Fall
GFWC is for us all
East, West, North, South
Spread GFWC by word of mouth.
Hey, Hey what do you say?
GFWC is the Volunteer Way!

Activity #2 ~

Write a Cheer
that could be
used as a
branding tool.

These creative Cheers
were created in about 5
minutes.

Give me a G
Give me a F
Give me a W
Give me a C
What do we stand for?
General Federation of Women's Clubs
What to we do?
Live the Volunteer Spirit

Two, four, six, eight
Who do we appreciate?
Volunteers who don't hesitate

GFWC
Come Volunteer with Me
GFWC
Theat's where we want to be
GFWC
Come Volunteer with Me
GFWC
We can help the community

GFWC
G for Generous
F for Friendship
W for Worthy
C for Charismatic

Stronger than Steel,
Hotter than the sun,
GFWC won't stop,
Till we get the job done.
Give me a G – G is for Growth
Give me a F – F is for Federation
Give me a W – W is for Women
Give me a C – C is for Community
I AM GFWC!



Get Up and Shout
Our Volunteers Will Help You Out
So Serve Our Team
And Make It Count
Go General Federation of Women's Clubs

G – Group of
F – Friendly
W – Willing Workers &
C – Caring Collaborators

Give me a G
Give me a F
Give me a W
Give me a C
Goooooooo GFWC!

Gimme a G!
Gimme a F!
Gimme a W!
Gimme a C!
Generous friends working in our communities.
General Federation of Women's Clubs
Volunteering is for me!

Give me a word for G – General!
Give me a word for F – Federation!
Give me a word for W – Women's
Give me a word for C – Clubs!
Who are we? – GFWC
The General Federation of Women's Clubs,
The oldest organization of women volunteer
What do we do? We Live the Volunteer Spirit!

Two, four, six, eight
Who do we appreciate?
GFWC Volunteers
That's Who!
That's You!



GFWC
What does that mean to me?
Doing a good deed
Helping those in need
Serving others
And caring for each other!

1-2-3 GFWC
4-5-6 This is our Pitch
7-8-9 We're so Fine
Join us now for a real fun

Make a Slide
Show you Tried
Always refer to your Style Guide
Graphics, Fonts, Words, Color

Rah Rah Ree
GFWC are WE
Rah Rah Roo
Come on and join us too.

Invite One
Invite Two
Invite Three
See what you can do
With GFWC!

We are Sis ters
We are Volun teers
We are Advo cates
We are Purpos ful
We are In Volved
We are project based
We are Lea ders
We are impact ful
We are Uni fied
We are Divers ified

G-F-W-C that's the only club for me!
Friends-Projects- Ideas Galore!
Community- Service- Let's give more!
Give me a G
Give me a F
Give me a W
Give me a C
What's that Spell?
GFWC!



(Use the YMCA Song for the beat)
GFWC Women who Care
Women, do you want to join up
I said, woman, get yourself in our group
I said, woman, cause your new in our town
There's no need to be alone.
Woman, there's a place you can go
I said, woman, when you have time on your hands
you can join us, and
I'm sure you will find many ways to have a good time
It's fun to join the GFWC
It's fun to join the GFWC
They have everything for women to enjoy
Helping all of those that are in need
Women, are you listening to me?
Women. what do you wanna be?



I AM GFWC pins were distributed to all Region Conference attendees, as a reminder to Clubwomen to be ready to share GFWC stories and speak from your heart, and enthusiastically about the General Federation of Women's Clubs. Together our heartfelt stories will bring GFWC Brand recognition into our communities.



Activity #5 ~ Come up with key words to use when branding the General Federation of Women’s Clubs.



A sincere thank you to everyone who attended the region meetings. We appreciate the input provided for the GFWC Communications and Public Relations presentation. Shared within this newsletter are clubwomen’s unedited responses, read and enjoy.