



GFWC Stylebook

Updated February 2012

UNITY IN DIVERSITY

As the core message of the General Federation of Women's Clubs, "Unity in Diversity" is also the binding principle we strive to uphold in presenting GFWC to the world. This message has always been a part of GFWC and the work that our members do.

Now in our third century, we are faced with a number of challenges: igniting the passions of our dedicated members; capturing the imaginations of potential members and funders; strengthening our reputation as the world's leading volunteer service organization for women; and building our image as a leader among nonprofits and service sector organizations.

To this end, GFWC members must actively preserve and further the brand of this organization. Rallying together under the concept of "Unity in Diversity," members, leaders, staff, friends, partners, and supporters can achieve that very ideal—coming together for a common cause, using a consistent vocabulary, connecting the look and feel of our publications, and uniting under a consistent brand. Together, we can strengthen GFWC's status as a leader in community service.

What is a Brand?

A brand is how we describe all the information, perceptions, and experiences that are connected with a product, service, or organization. When you experience a brand, you associate it with a set of expectations or perceptions.

It is GFWC's identity. It is an intangible image of our reputation. Branding aims to establish a significant and differentiated presence that attracts and retains loyal members. GFWC's brand is our identity as an international women's organization whose members are dedicated to community improvement through volunteer service. Our brand conveys friendship, community service, and volunteering.

BRAND COMPLIANCE

When brand compliance is not encouraged consistently, it can create a gap between how GFWC and our GFWC clubs are perceived—and how we want to be perceived. The wider this gap, the more confusion occurs among our potential members, funders, community leaders, and other interested groups. This confusion undermines the cohesive, consistent brand that we want to portray. Brand compliance is also important for a variety of legal reasons. If an established GFWC emblem, trademark, or registration (such as *GFWC~Living the Volunteer Spirit*[®] and *Unity in Diversity*) is not used consistently and protected by a brand, it can be deemed abandoned by the courts, opening the trademark for use by other, unrelated organizations.

All GFWC members must fiercely protect the unique GFWC brand—our identity as an international women's organization dedicated to community improvement by enhancing the lives of others through volunteer service. The *GFWC Stylebook* is the primary reference for maintaining the GFWC brand, reinforcing our brand nature, communicating our vital messages, and enhancing the image of GFWC and GFWC members. At the same time, there are restrictions and specific guidelines for word and emblem use, publications and advertising design, Web design, merchandising, and more.

Key Messages

We have developed standardized language that editorially conveys the GFWC brand. This ranges from a general profile of GFWC to specific membership messages that help us differentiate the GFWC experience from that of our collaborators and competitors. Adopting this language for your communications, whenever appropriate and germane to your audience, will help to maintain GFWC's brand and will bolster your overall message.

Whenever appropriate, please consider using these key messages when writing or speaking about GFWC to members, the media, government and community officials, and the general public:

- The General Federation of Women's Clubs is a nonprofit organization that brings together local women's clubs in a collective effort to strengthen communities and enhance the lives of others through volunteer service.
- With 100,000 members in affiliated clubs in every state, the District of Columbia, 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.
- GFWC is one of the world's largest and oldest nonpartisan, nondenominational women's volunteer service organizations.
- GFWC is distinguished from other service organizations by the breadth of our outreach. Our programs span all areas of the lives of our members, their families, and communities.

- GFWC members create global change working on a local level—they select projects and programs by determining the specific needs of the communities in which they live and work every day.
- GFWC members are true volunteers in action—GFWC and its members annually donate an average of \$40 million on behalf of more than 100,000 projects, and volunteer eight million hours.

USE THE FOLLOWING TO LOCALIZE YOUR CLUB'S MESSAGE

GFWC [insert your club name] is a proud member of the General Federation of Women's Clubs. Honoring the motto of "Unity in Diversity," we come together as unique individuals dedicated to community improvement by [list activities, projects, or fundraising projects that your club performs]. Our mission is to enhance the lives of others in [list community] through volunteer service.

About GFWC

GFWC MISSION STATEMENT

The General Federation of Women's Clubs is an international women's organization dedicated to community improvement by enhancing the lives of others through volunteer service.

GFWC BOILERPLATE

Complete Version with Women's History and Resource Center Information

Founded in 1890, the **General Federation of Women's Clubs**, an international women's organization, has been a unifying force, bringing together local women's clubs from around the country and throughout the world that are dedicated to community improvement by enhancing the lives of others through volunteer service.

With more than 100,000 members in affiliated clubs in every state and more than a dozen countries, GFWC members work in their own communities to support the arts, preserve natural resources, advance education, promote healthy lifestyles, encourage civic involvement, and work toward world peace and understanding.

Located in Washington, D.C., GFWC Headquarters was named a National Historic Landmark in 1991, and houses the GFWC Women's History and Resource Center. The GFWC Women's History and Resource Center collects, preserves, interprets, and promotes the history of GFWC and women volunteers. The WHRC documents the social and political contributions of GFWC clubwomen from 1890 to the present through the GFWC archives, related special collections, and publications.

GFWC members are community leaders who work locally to create global change, with its members raising an average of \$40 million through more than 100,000 projects and volunteering eight million hours annually. Visit us online at www.GFWC.org.

Complete Version without Women's History and Resource Center Information

The General Federation of Women's Clubs is one of the world's oldest and largest women's volunteer service organizations, dedicated to community improvement by enhancing the lives of others through volunteer service. With more than 100,000 members in affiliated clubs in every state and more than a dozen countries, GFWC members work in their own communities to support the arts, preserve natural resources, advance education, promote healthy lifestyles, encourage civic involvement, and work toward world peace and understanding. Learn more at www.GFWC.org.

How to Refer to GFWC

The following are the only acceptable examples of the ways to refer to the organization:

| | |
|--|---|
| <p>General Federation of Women’s Clubs</p> <p><i>The General Federation of Women’s Clubs is an international women’s organization...</i></p> | <p>On first reference, throughout formal invitations, in signatures;</p> <p>Note that <i>General Federation of Women’s Clubs</i> is preceded by “The” when beginning a sentence</p> |
| <p>GFWC</p> <p><i>GFWC is an international women’s organization...</i></p> | <p>On subsequent references when the audience is familiar with the acronym; note that <i>GFWC</i> is not preceded by “The”</p> |
| <p>The Federation</p> <p><i>By providing unique member benefits, the Federation ...</i></p> | <p>On subsequent references; use sparingly and only capitalize “The” when beginning a sentence</p> |

Leadership Titles

When possible, list the person’s title before her name. For example, *GFWC International President Carlene Garner*. Other considerations include the following:

| | |
|--|--|
| GFWC International President Jane Doe at the White House briefing... | Note that use of title requires use of <i>GFWC</i> preceding <i>International President</i> when speaking to an external audience |
| The GFWC International President spoke at the White House briefing... | Capitalize titles. |
| Sincerely, Jane Doe GFWC International President | Title should follow a name in letter and email signatures only. (<i>See Email Signatures for more details.</i>) |
| Speaker: Jane Doe, GFWC Director of Junior Clubs | Title may follow name in an agenda, listed with a comma separating the name and title |
| GFWC International President Jane Doe (2008-2010) | Following their term of office, International Presidents retain their title but have the years of their administration appended. Note that GFWC Bylaws use the official title <i>GFWC International Past President</i> , which is not used in general communications. |
| Communications and Public Relations committee -or- GFWC International Outreach Community Service Program Chairman Jane Doe | Capitalize committee names and titles. |
| GFWC clubs are organized under State Federations ... | Always capitalize State Federation. |

Email Signatures

Many GFWC members conduct official business for the organization using their personal email accounts. In these cases, email signatures should NOT carry logos, taglines, or other marketing information/signatures related to the sender's professional or personal affiliations beyond GFWC. Official business includes emails that convey invitations to GFWC club events; distribution of GFWC club minutes, newsletters, or other club publications; publicity-related communications to the media or other organizations; or other emails that are sent on behalf of GFWC or a GFWC club.

GFWC EMAIL SIGNATURE FORMAT

JANE DOE | INTERNATIONAL PRESIDENT

General Federation of Women's Clubs | 1734 N Street NW | Washington, DC 20036-2990

P: 202-347-3168 ext. 119 | F: 202-835-0246 | E: CGarner@GFWC.org | www.GFWC.org

GFWC—Dedicated to Community Improvement by Enhancing the Lives of Others through Volunteer Service

Emails sent from members that are individual and personal in nature, such as asking a fellow member for directions to an event or inquiring about a matter of club business to the club president, are not restricted in this manner.

Regarding the use of work or other non-GFWC related email addresses, we understand that many members conduct all of their professional, volunteer, and personal communications via a single email address that may be affiliated with their workplace or another affiliation. This is acceptable, so long as members are complying with their employers' or another organization's regulations regarding the use of their email system for personal reasons and there is no conflict of interest between the member's professional occupation or business and her role within her GFWC club or elected or appointed GFWC position.

General Font Guidelines

GFWC uses specific fonts for our various communications. These fonts were selected for their appearance, readability on screen and in print, online communications use, and accessibility from a variety of software versions. Generally, GFWC recommends the following guidelines:

- Use Georgia font in sizes 10.5, with text single-, 1.15"-, or 1.5"-line spaced.
- Myriad Pro Bold in all caps should be used as a subhead, with size adjusted to match body of letter. Where Myriad Pro Bold is not available, use only Georgia.
- When using the GFWC document templates, follow the margins set in the template. When beginning new documents outside of the template, generally margins are: 1" top margin, 0.75" left margin, 0.75" right margin, and 1" bottom margin. The GFWC emblem with typeface should be placed in the top right corner.

Tips on Writing Well

Point of View: GFWC communications are written in first-person and second-person points of view, using words like *we*, *our*, *you*, and *your*. This creates a sense of familiarity and community, and gives the reader a warm sense of inclusion. Use “you” or “your” when speaking to readers rather than generic words. For example, “You will find the information you are looking for in the 2010-2012 *GFWC Club Manual*.” versus “The information is in the 2010-2012 *GFWC Club Manual*.”

First Names on Second Reference: Continuing the sense of familiarity and community, we use first names on second reference for publications that are written primarily for the GFWC membership, such as *GFWC Clubwoman Magazine* and the GFWC website. Exceptions to this standard should be considered on a case-by-case basis. Press releases and other information intended for non-GFWC audiences should use last names. For example, “Garner is a resident of Tacoma, Wash.”

Brevity: Get to the point. Then stop. Use plain English. Express one thought at a time. Let the facts speak for themselves. Use short words and phrases. If it’s possible to cut out a word, cut it out.

Reading Comprehension: GFWC communications should be written to a ninth-grade reading level. Most magazines and newspapers are written to this level. There are numerous factors that affect how easy, or how difficult, a given document is to read and understand, including sentence length, word choice, layout and formatting, overall organization of the content, and use of illustrations. However, most readability formulas consider only two factors: the number of syllables (or letters) in a word and the number of words in a sentence.

Avoid Clichés and Redundancies: Clarity and brevity are your writing goals. Beyond that, unique and creative writing does not allow for the use of clichés and redundancies.

Avoid Unnecessary Phrases: Be conscious of avoiding phrases that add nothing to the meaning of a sentence:

| | | |
|------------------------------|-------------------------|-------------------------------|
| All things considered | For the purpose of | In the process of |
| As a matter of fact | Have a tendency to | It seems that |
| As far as I’m concerned | I’d like to | Manner |
| At the present time | In a manner of speaking | That exists |
| Because of the fact that | In a very real sense | The point I am trying to make |
| By means of | In my opinion | Type of |
| By virtue of the fact that | In the case of | What I would like to say |
| Due to the fact that | In the event that | What I mean to say is |
| For all intents and purposes | In the final analysis | |
| For the most part | In the nature of | |

Keywords and Phrases

Below are some keywords and phrases that should consciously be used in writing for GFWC communications to reinforce our focus, mission, values, and ideals.

GFWC Clubwoman Magazine

Federation

Federation Day

Clubwoman/clubwomen

Club member

GFWC

General Federation of Women's Clubs

Junior Clubs

Juniorette Clubs

Juniorettes

Juniors

Membership matters

Service organization

Unity in Diversity

Volunteer opportunity

Volunteering

Volunteers in Action

Woman's club

Women's clubs

Editorial Style

Just as the GFWC emblem visually helps present the organization consistently to the world, an editorial style is designed to help present our written material consistently and clearly. In short, this defines a common writing style for the GFWC community. It is meant to be used for various types of communication to both internal (member) and external (non-member) audiences: brochures, advertisements, press releases, reports, letters, videos, and Web pages.

It is our goal to unify all written communication emerging from diverse GFWC entities.

The *GFWC Stylebook* closely follows *The Associated Press Stylebook and Briefing on Media Law*. New York: The Associated Press, 2007.

Reflecting GFWC's dynamic nature, as well as the English language itself, this Stylebook will be updated continually. If you have a suggestion or correction, please contact us at GFWC@GFWC.org.

DEVIATING FROM THE GFWC STYLEBOOK

You may find it necessary to supplement this guide with a specific style guide for your own club, elected or appointed office, program, or State Federation, incorporating commonly used terms and names. This is especially true when you are writing for audiences that have their own editorial demands, such as potential funders, historical associations, and other external groups.

Additionally, the demands of graphic design layout may require deviating from this guide. On these occasions, please consult the appropriate individuals for help in determining which available resources best suit your needs.

501(c)(3): Use parentheses for both the lowercase *c* and the number 3. Take care that Auto Correct functions do not convert (*c*) into the copyright symbol ©.

Acronyms: Give the full name at first usage and use the acronym in later references. Do not follow a full name with an abbreviation or acronym in parentheses or set off by dashes. If an abbreviation or acronym would not be clear on second reference without this arrangement, do not use it. Names not commonly before the public should not be reduced to acronyms solely to save a few words. Acronyms should be used sparingly; consider alternate methods of reference to avoid overuse.

Acceptable acronyms in the GFWC family:

- GFWC (no preceding article) on second reference or for internal audiences
- ESO (Epsilon Sigma Omicron)
- WHRC (Women's History and Resource Center)

Active Voice: Avoid passive construction as much as possible. Active voice conveys a stronger sense of action. In the active voice, the subject and verb relationship is straightforward: the subject is a do-er and the verb moves the sentence along. In the passive voice, the subject of the sentence is neither a do-er or a be-er, but is acted upon by some other agent or by something unnamed.

Examples of active voice in correct usage:

- | | |
|---------------------------------|--|
| The meeting convened at noon. | NOT The meeting was convened at noon. |
| We started the project in 2010. | NOT The project was started in 2010. |

Addresses (Within Text): Do not use abbreviations when writing addresses in text. Capitalize them when part of a formal name without a number; lowercase when used alone or with two or more names.

- Always use figures for an address number: *9 Morningside Circle*.
- Spell out and capitalize *First* through *Ninth* when used as street names; use figures with two letters for 10th and above: *7 Fifth Avenue, 100 21st Street*.
- Do not abbreviate East, West, North, and South compass points used to indicate directional ends of a street or a grid in a numbered address: *222 East 42nd Street, 562 West 43rd Street*.
- Abbreviate *SE, SW, NW, SW* compass points used to indicate directional ends of a street or grid: *600 K Street NE or 1734 N Street NW*.
- Do not abbreviate compass points if the number is omitted: *East 42nd Street, West 43rd Street, K Street Northwest*.
- Do not use periods in the abbreviation *PO* for PO Box numbers.

Advocacy: Use *advocacy* and its forms instead of *lobbying* when referring to GFWC's public policy activities.

Apostrophe ('): For plural nouns ending in *s*, add only an apostrophe: *the girls' toys, states' rights*. For singular common nouns ending in *s*, add *'s*: *the hostess's invitation, the witness's answer*. For singular proper names ending in *s*, use only an apostrophe: *Descartes' theories, Kansas' schools*. For singular proper names ending in *s* sounds such as *x, ce, and z*, use *'s*: *Marx's theories, the prince's life*. For plurals of a single letter, add *'s*: *Mind your p's and q's, the Red Sox defeated the Oakland A's*. Do not use *'s* for plurals of numbers, or multiple letter combinations: *the 1980s, POWs*.

Board of Directors: Always capitalized when referring to GFWC Board of Directors. Capitalize **Board** when used in place of Board of Directors, referring to the specific body as a proper noun. Do not capitalize *board* when not serving as direct object.

Acceptable capitalization for Board of Directors and B/board:

The Board of Directors will meet in September.

Susan took minutes at the board meeting.

Chairman: Do not use *chair* or *chairperson*. Capitalize in GFWC context, otherwise capitalize only in formal title preceding name. As with most titles, do not capitalize when title follows name.

Acceptable capitalization for C/chairman:

GFWC Leadership Committee Chairman Chris Sienkielewski

Chris Sienkielewski, chairman of the Leadership Committee

When an official name of a committee is used, capitalize the committee name, but not the title:

Chris Sienkielewski, Leadership Committee chairman

Check in/Check-in; Check out/Check-out: Use check in (two words, no hyphen) as a verb; use check-in (with a hyphen) as a noun or adjective. Same for check out/check-out.

Acceptable use of check in/check-in and check out/check-out:

Members should check in at the check-in desk.

Be sure to check out at the check-out desk.

Colon (:): Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence: *He promised this: The company will make good all the losses. But: There were three considerations: expense, time, and feasibility.* Colons go outside quotation marks unless they are part of the quoted material.

Club(s) and Club Names: Refrain from personifying clubs in phrases like “The club performed...” Rather, write “Members of the club performed...” Precede club names with *GFWC*. Local clubs use singular, possessive Woman’s Club; districts, State Federations, Regions, and the national Federation use the plural, possessive Women’s Clubs.

Acceptable use of club names:

GFWC Woman’s Club of Rockville

GFWC Pennsylvania **NOT** GFWC Women’s Clubs of Pennsylvania

When using pronouns to refer to clubs and club members, use “its” to refer to a club, and “their” to refer to members.

Acceptable use pronouns for clubs:

The GFWC Woman’s Club of Chevy Chase fundraiser was held on Friday. Its event raised more than \$5,000 for the scholarship fund.

The members of the GFWC North Platte Woman’s Club volunteered 1,000 hours last year. Their dedication was recognized by the mayor with a key to the city.

Clubwoman and clubwomen: Written as one word with no specific capitalization; *club member* is two words.

Acceptable use of clubwoman/clubwomen and club member:

From across the nation clubwomen gathered at Convention.

Our club members work in a variety of program areas.

Call to Convention: Capitalize as proper noun. When using *Call* on second reference, maintain capitalization. In most references, GFWC refers to the *Call to Convention* as a publication, rather than as an element of parliamentary procedure. Accordingly, *Call to Convention* should be italicized or otherwise set off as a publication.

Commas: GFWC style is to use the terminal comma in a series; that is, use the comma before a conjunction in a simple series.

Acceptable use of commas:

GFWC’s emblem is red, white, and blue.

GFWC has several standing committees, including Budget and Finance, Membership, and Leadership.

Community Service Programs (formerly GFWC Departments): Capitalize GFWC Community Service Programs, such as *Arts Community Service Program* and *Conservation Community Service Program*.

Courtesy Titles: Refer to both men and women by first and last name. Use the courtesy titles *Mr.*, *Miss*, *Ms.*, or *Mrs.* only in direct quotations. GFWC does not use courtesy titles such as *Mrs. John Smith*.

Dashes: There are three specific types of dashes with varying uses. Different software programs create these dashes differently, so the best rule is to insert the dash manually. In Microsoft Word on the Menu bar, choose Insert, then Symbol. Under the Special Characters tab, select the en-dash or the em-dash. There are no spaces separating dashes from the rest of the text.

The **en-dash** is used with numbers and substitutes for the words *to* and *from*:

The next meeting is scheduled for June 14-17.

The **em-dash** is used to separate two distinct but related thoughts in a sentence or phrase. The em-dash is the longest of the dashes, and should be used sparingly, for emphasis. If commas are more appropriate, use them before resorting to the em-dash.

The next convention—the one in North Carolina—is scheduled for June 14-17.

The hyphen is used to connect compound modifiers and verbs. The general rule is that if two words can stand alone and still make sense, then they require a hyphen when put together. If either word cannot stand alone, as is the case with prefixes and suffixes, then the words are joined with no hyphen.

The nonprofit, all-volunteer organization's next convention—being held in North Carolina—is scheduled for June 14-17.

Dates: In text, spell out the month and insert commas after the date and year. If you are stating only the date and year, no commas are needed. If possible, include the day as well. When referring only to a date by year, use a comma after it.

Acceptable use of dates:

The meeting was Friday, October 28, 2011, in Fort Lauderdale, Florida.

In 2012, they plan to meet in Charlotte.

They planned to meet again in June 2012 in North Carolina.

Delegation: Only appropriate when a group of members is gathered as a voting body and have been issued appropriate credentials. In other instances, use *members*, *club*, *Federation*, or other terms.

Ellipsis: Ellipsis uses three periods with a space on either side, and is used to indicate the deletion of one or more words, usually within a quote. If the words that precede an ellipsis constitute a grammatically complete sentence, either in the original or in the condensed version, place the appropriate punctuation at the end of the last word before the ellipsis. Follow it with a regular space and an ellipsis. The ellipsis is NOT a substitute for the comma, which indicates the breaks and pauses that accompany normal rhythms of speech. Whenever possible, use commas, dashes, or semi-colons to signal pauses. Reserve the use of ellipsis points for moments of heightened emotion.

Acceptable use of an ellipsis:

“It is with a deep sense of pride ... that I greet you as the 48th International President,” says International President Carlene Garner.

Email Addresses: Do not use a hyphen for email. For email addresses, capitalize proper nouns and individual works before the @ symbol. When an acronym is used following the @ symbol, capitalize it, too. Do not capitalize .org, .com, .net, .biz.

Acceptable formatting of email addresses:

GFWCMember@GFWC.org
FunnyLady@AOL.com
YWSmith@comcast.net
SusanGFWC@gmail.com

E-words: *E* is short for electronic. Use hyphen for all *e*-words, except email; capitalize only at the beginning of a sentence.

Acceptable use of e-words:

The information was sent via email on Thursday.
Please include this note in the next e-newsletter.
E-commerce is an established industry.

Fax: Acceptable as shortened form of facsimile or facsimile machine in all uses. Capitalize only at the beginning of a sentence.

Federation: Capitalize when using in place of GFWC. Use preceding articles for clarity, but use sparingly.

Acceptable use of Federation:

This has been the Federation's home since 1922.
Federation leaders gathered in Washington, D.C.

Fundraising: Always one word without a hyphen. Not *fund-raising* or *fund raising*.

Generals/general club: Do not capitalize when referring to a GFWC general club. Do not use *generals* to refer to a group of members from a general club.

Acceptable use of general:

The GFWC Woman's Club of Chevy Chase is a general club.

Gender-specific Titles: Avoid most gender-specific titles; not *actress* but *actor* and not *suffragette* but *suffragist*. The exception to this is the use of "chairman" or "chairmen" when referring to GFWC positions, which is the acceptable term.

GFWC Clubwoman Magazine: The official title of magazine is *GFWC Clubwoman Magazine*. On second reference in text aimed at members, *Clubwoman* is appropriate.

Headquarters: Always capitalize when referring to GFWC Headquarters. In most instances, it is necessary to precede with *GFWC*, unless the audience is purely internal or members and the context are explicit. Where possible, avoid using without *GFWC* preceding.

Acceptable use of Headquarters:

The event will be held at GFWC Headquarters.
GFWC welcomes you to our Headquarters home.

Homepage: The front page of a website; always write as one word and capitalize only if at the beginning of a sentence.

ILTS: Incoming Leaders Training Seminar. Do not use *ILTS seminar* as it is redundant. Spell out full name on first reference and always when ambiguity is possible.

Internet: Always capitalize. Refrain from using *World Wide Web*.

Juniors and Juniores: Always capitalize when referring to GFWC Juniors. In plural possessive form, use *Juniors'* rather than *Junior's*.

Me vs. Myself vs. I: To determine which word to use, reduce the sentence to its simplest personal form and choose the appropriate word. For example: *Susan and _____ attended the NCWO meeting.* In the simplest personal form, *_____ attended the NCWO meeting,* you would use *I*. Therefore, *Susan and I attended the NCWO meeting.* Alternately: *NCWO invited Susan and _____ to the meeting.* In the simplest personal form, *NCWO invited _____ to the meeting,* you would use *me*. Therefore, *NCWO invited Susan and me to the meeting.* Use *myself* sparingly and for emphasis: *I, myself, went to the NCWO meeting.*

LEADS: Leadership Education And Development Seminar. Do not use *LEADS seminar* as it is redundant. Spell out full name on first reference and always when ambiguity is possible.

Lobbying: Use *advocacy* and its forms instead of *lobbying* when referring to GFWC's public policy activities.

Months of the Year: Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Do not abbreviate March, April, May, June, or July. Spell out when using alone, or with a year alone. When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day, and year, set off the year with commas.

Appropriate use of months of the year:

January 1972 was a cold month.

Jan. 2 was the coldest day of the month.

Her birthday is May 8.

Feb. 14, 1987, was the target date.

She said that it was Friday, December 3, when she arrived.

In tabular material (which includes charts, figures, and graphs), use these three-letter forms without a period: *Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, and Dec*.

Non words: The rules of prefixes apply, but in general no hyphen is used when forming a compound that does not have a special meaning and can be understood if *not* is used before the base word. Exceptions include using a hyphen before proper nouns or in awkward combinations, such as *non-nuclear*.

Nonprofit: Use as one word without a hyphen.

Ongoing: The required spelling here is *ongoing*. It means progressing, continuing, or evolving. Do not hyphenate as *on-going*.

On-site: Always two words separated by a hyphen, as in, *The program will be printed on-site; On-site photography is allowed.*

PDF: Portable Document Format, created and displayed using Adobe Acrobat. When providing Internet addresses that lead to a downloadable PDF, it is necessary to include language to the effect that a download will be initiated. Do not use *PDF format* as it is redundant.

Percent: Write out the word *percent* in written copy. Use the % sign in tables, graphs, and other art.

Prefixes: In general, do not hyphenate when using a prefix with a word starting with a consonant (non-vowel).

Except for *cooperate* and *coordinate*, use a hyphen if the prefix ends in a vowel and the word that follows begins with the same vowel, such as *re-evaluate*.

Use a hyphen if the word that follows is capitalized, such as *pre-America*.

Use a hyphen to join doubled prefixes, such as *sub-subparagraph*.

President-elect: Do not capitalize *elect*.

Programs: Capitalize the names of GFWC programs, as in *Education Community Service Program* and *International Outreach Program*.

Quotation Marks (“ ”): In dialogue, each person’s words are placed in a separate paragraph, with quotation marks at the beginning and end of each person’s speech. Periods and commas always go within quotation marks. Dashes, semicolons, question marks, and exclamation points go within the quotation marks when they apply to the quoted material. They go outside when they apply to the whole sentence. Use single marks for quotes within quotes: *She said, “He told me, ‘I love you.’”*

Race and Ethnicity: When necessary to include racial or ethnic distinctions, capitalize proper nouns like *African American*, *Caucasian*, *Hispanic*, etc. Do not hyphenate. Do not capitalize *black* or *white*.

Region: Capitalize *Region* when referencing a GFWC Region.

Appropriate use of Region:

She served as the 2009 Southern Region Conference chairman.

Your Region conference presents opportunities to reconnect with friends, learn about GFWC programs, and plan your club’s activities.

State Names: Spell out state names when they stand alone in text. Any state name may be condensed, however, to fit typographical requirements. The names of these eight states are never abbreviated in text: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah. When using a city and state name together, place a comma after the city and before the state, and another comma after the state, unless ending a sentence: *She traveled from Washington, D.C., to Milwaukee, Wis.* For state abbreviations, use the abbreviations listed at the end of this section, for the following instances:

- In conjunction with the name of a city, county, town, village, or military base in text: *Rockville, Md.;*
Portland, Ore.
- In short-form listings of party affiliation: *D-Ala., R-Mont.*
- Use postal abbreviations (ZIP code) only in mail format.

State abbreviations (ZIP code abbreviations in parentheses). Note that there is no space between the *W.* and the *Va.* for *West Virginia*:

| | | | |
|-------------|------------|------------|------------|
| Ala. (AL) | Ill. (IL) | Mont. (MT) | R.I. (RI) |
| Alaska (AK) | Ind. (IN) | Neb. (NE) | S.C. (SC) |
| Ariz. (AZ) | Iowa (IA) | Nev. (NV) | S.D. (SD) |
| Ark. (AR) | Kan. (KS) | N.H. (NH) | Tenn. (TN) |
| Calif. (CA) | Ky. (KY) | N.J. (NJ) | Texas (TX) |
| Colo. (CO) | La. (LA) | N.M. (NM) | Utah (UT) |
| Conn. (CT) | Maine (ME) | N.Y. (NY) | Vt. (VT) |
| Del. (DE) | Md. (MD) | N.C. (NC) | Va. (VA) |
| D.C. (DC) | Mass. (MA) | N.D. (ND) | Wash. (WA) |
| Fla. (FL) | Mich. (MI) | Ohio (OH) | W.Va. (WV) |
| Ga. (GA) | Minn. (MN) | Okla. (OK) | Wis. (WI) |
| Hawaii (HI) | Miss. (MS) | Ore. (OR) | Wyo. (WY) |
| Idaho (ID) | Mo. (MO) | Pa. (PA) | |

State Federations: For internal and external communications, GFWC refers to all State Federations as *GFWC {state}*, *i.e.*, GFWC Virginia, GFWC Florida, GFWC North Dakota.

That vs. Which: *That* introduces essential clauses and is not set off with commas, while *which* introduces nonessential clauses and is usually preceded by a comma. For example: *The box that you asked for is in your office. This is the box of magazines, which was shipped yesterday.* In this sentence, the clause *that you asked for* is essential to identify the box. However, the clause *which was shipped yesterday* is not necessary, since the box has already been identified.

Titles: Capitalize titles. Unless dictated by style or format, place titles before names. GFWC titles begin with *GFWC* to distinguish a national leader from Region, State, district, and local leaders. Leadership titles should use appropriate State or Region qualifiers to avoid confusion with national leaders. Staff titles should utilize the convention of department before rank.

Appropriate use of titles:

GFWC Treasurer Jane Doe

or

Jane Doe, Treasurer (or Jane Doe, GFWC Treasurer)

Telephone Numbers: To help phone numbers be more accessible to those who use PDAs and other web-based communication mobile devices, use a hyphen to separate the area code, three-digit exchange, and four-digit number. If including an extension, abbreviate as *ext.* with spaces before and after the abbreviation.

Appropriate telephone number format:

202-347-3168 or 202-347-3168 ext. 120

Time: Use lowercase letters with periods for a.m. and p.m., with a space separating letters from time numerals, as in *10 a.m.* or *8:45 p.m.* Use *noon* and *midnight* for clarity where possible.

United States and U.S.: Spell out when used as a noun, abbreviate when used as an adjective, with periods after each letter and no space between. Use *United States* instead of *America* or its forms.

Appropriate use of United States and U.S.:

GFWC is a leading women's organization in the United States.

GFWC is a leading U.S. nonprofit.

URLs: See *Website*.

Volunteer: Use *volunteer*, *volunteers*, and *volunteering*. Do not use *volunteerism*.

WHRC: Women's History and Resource Center. Always use *and* instead of an ampersand (&). Precede with article *the* in context. Include *GFWC* before *Women's History and Resource Center*.

Web: Shortened form of *World Wide Web*; always capitalize as it is a proper noun.

Website: Write as one word, capitalizing only at the beginning of a sentence. When including website addresses (URLs) in text, it is not always necessary to use the *http://* protocol. If an Internet address falls at the end of a sentence, it must be followed by appropriate punctuation. If an Internet address breaks across multiple lines, insert the break after a forward slash where possible, but do not insert a hyphen or other punctuation mark to indicate the break.

When www.GFWC.org appears in printed materials, it should be printed in bold, italics, and a color other than black, preferably dark blue. Other websites should appear in italics. Use hyperlinks when possible in electronic communications (emails and attachments), but not in printed documents. Capitalize acronyms and the first letter of words within URLs.

Appropriate website and social media formats:

www.GFWC.org

www.GFWC.org/WHRC

Facebook: [www.Facebook.com/GFWCMembers](https://www.facebook.com/GFWCMembers)

Pinterest: [www.Pinterest.com/GeneralFederati](https://www.pinterest.com/GeneralFederati)

Twitter: [@GFWCHQ](https://twitter.com/GFWCHQ)

www.PreventChildAbuse.org

www.MOD.org

GFWC Trademark Use Policies

The General Federation of Women's Clubs owns the following trademarks:



GFWC®

GFWC~LIVING THE VOLUTEER SPIRIT®

GFWC UNITY IN DIVERSITY®

HATS, GLOVES, AND BAGS ARE STILL PART OF OUR TRADITION®

JUNIORETTES®

Subject to the conditions herein, GFWC allows active member clubs to use the above marks in marketing, fundraising, and other publicity-related materials. For purposes of this document, “member” is defined as a GFWC club, district, State Federation, Region, and/or international affiliates.

Emblem Use: Active members are granted a non-exclusive, royalty-free limited license to use GFWC trademarks subject to the conditions listed in the GFWC Trademark Use Policies.

Limitations on Use: The GFWC trademarks may be used to promote GFWC at the club, district, State, Region, and/or international levels, such as stationery, advertising, marketing materials, signs, publications, forms, and/or for similar business purposes only.

The GFWC trademarks may be posted on members' websites and used as links to the GFWC website.

GFWC does not otherwise authorize use of its marks to promote or identify any product, including use on any product packaging, product labeling, product advertising, or product promotional materials, except as specifically authorized by GFWC.

If membership expires or is revoked, any reference to GFWC and GFWC trademarks must be removed from any and all promotional materials including, but not limited to, advertising, letterhead, business cards, fliers, and websites within 10 days of expiration or revocation, unless a longer period is authorized in writing by GFWC.

Changes or Alterations to the Trademarks: The GFWC trademarks must be used exactly as they appear on sample sheets or electronic copies and cannot be changed or altered, other than to be enlarged or

GFWC Stylebook | February 2012

reduced in overall size. The GFWC trademarks must always be used in their complete form without the addition of other words or punctuation.

Size or Color Restrictions: When the GFWC trademarks are used, they must be accompanied by the registered trademark symbol ®. In specific cases where color is used, GFWC requests that members abide by the color restrictions outlined below when using GFWC marks. All are solid to process Pantone colors:

- Blue – 2747
- Red – 1815
- Gold – 1245 (outline of 4-color emblem)

RESIZING THE LOGO

When resizing the image, be sure to hold down the <Shift> button, and drag the image from the corner. The logo is a perfect circle and cannot appear as an ellipse.



Correct



Incorrect



Incorrect

OTHER CONDITIONS

Members agree to abide by the GFWC Constitution and Bylaws and GFWC Standing Rules when using the trademarks. GFWC reserves the right to inspect and to approve or disapprove the manner in which the trademarks are reproduced or displayed. Upon request, members agree to provide GFWC with representative copies of all materials bearing the GFWC trademarks and to abide by the decision of GFWC with respect to approval of the use of the trademarks. Any requests made by non-GFWC members must be reviewed and approved by the International President and/or Executive Director.

GFWC CONTACT FOR ADDITIONAL QUESTIONS

If a member has questions about the correct use of the GFWC trademarks or would like sample sheets or electronic versions of the trademarks, contact the GFWC Communications department, 1734 N Street NW, Washington, DC, 20036-2990, 202-347-3168, Fax: 202-835-0246, email: GFWC@GFWC.org.

The trademarks listed herein are owned by GFWC and are reserved for use solely by GFWC. Members are granted a royalty-free, non-exclusive limited license to use the marks only as specified in these GFWC Trademark Use Policies or as otherwise specifically approved by GFWC. GFWC reserves the right to revoke the use of its marks by members at any time.

>>Trademark Use Policy Reviewed and approved by the GFWC Executive Committee January 2012