

# 2024-2026 GFWC Communications and Public Relations Committee



**Newsletter**  
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## LET'S CONNECT



### 2024-2026 COMMUNICATIONS AND PUBLIC RELATIONS COMMITTEE

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

2024-2026  
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)

**SUMMER** time is one of my favorite times of the year, except on those really hot days. The longer days give us more daylight to accomplish more or take those late afternoon walks. Many like to garden, and those homegrown tomatoes are amazing. Whether you love the beach or the mountains, summer is a time for most of us to rest and enjoy family time. Many clubs take the summer off from meeting. However, you want to continue to communicate with your members during the summer months. It is a great time to bond and let your members know how special they are. It is also a great time to communicate with potential members. Here are a few ideas:

- Send a text to your members checking on them. It is as simple as “Just wanted to see how your summer is going. Do you need anything?”
- Invite members over to your house for lunch or an evening beverage.
- Plan an ice cream social at a local restaurant. Invite their families to come. Purchase a few ice cream gift cards and give to strangers who show kindness. Be sure you have a GFWC club business card to give them.
- Post the calendar of events for the second half of the year and ask members to place it on their calendars. It is better to communicate and remind early.
- Post any Birthday greetings on your private Facebook page.
- Have a summer Fun Splash. The first member drops a small gift at a member’s house with a note. Don’t sign it and have them deliver a “Splash” to another member. Have them post on social media so you know who has been “splashed.”
- Call and check on members who may not use social media or texting.
- Watch social media for College graduates looking for networking opportunities. Reach out and invite them to your next meeting.
- Moms of graduating seniors might need a new outlet – invite them to your next meeting on Messenger.
- Remember to tailor your type of communication to your members. Clubs have different ages, different personalities, and different skill sets. Know your audience and communicate in the most effective way!

Have a Great Rest of the Summer!!

## GFWC 2025 Convention Recap

The GFWC Convention was a huge success at the Omni Hotel in Atlanta, Georgia. The speakers and workshops were amazing. GFWC business was handled, and everyone had lots of fun. The theme of the Georgia State Night was Georgia - Hollywood of the South. The southern food was good, and Elvis made an appearance. Guests were greeted by the paparazzi as they made their way to the banquet. Of course, the night ended with dancing and lots of laughs. The convention ended with an impactful Gala focusing on Women's Heart Health. There was a Runway walk featuring our GFWC sisters who have experienced heart issues. Our speaker, Dr. Benjamin Citrin shared information on his personal experience with a heart attack. He urged all women to listen to their bodies, take symptoms seriously, and seek immediate care. He emphasized that acting quickly can save your heart and your life, which is a message for ALL women.

The ladies from Arizona invited us to the 2026 GFWC Convention to be held in Scottsdale, AZ, on June 27-29, 2026. Mark your calendars so you don't miss it!

## Jane Croly Award 2025 Winner

Congratulations to the 2025 Jane Croly Award for Excellence in Journalism winner, Colleen Janssen. Colleen is a 10-year member of the GFWC WC of Cypress in California. She's served and has held many positions within the federation. She is currently serving as the President of the Orange District in California.

While employed as the Marketing and Community Outreach Specialist for Rancho Simi Recreation and Park District, she started writing articles published weekly about the District in the Ventura County Star newspaper. After retiring in 2014, she started writing on a weekly basis for six newspapers in Orange County, California.

As a reporter for the GFWC Clubwoman of California magazine, she has written on various topics. Her article titled "Here Comes the Bride" published in January 2023, opened the eyes of many on the practice of child brides in the United States today. It is a sobering read. The organization, Unchained At Last, is fighting this act of violence against many women. The link to their website is <http://unchainedatlast.org/>. Read the article on the Facebook GFWC Advancements and Programs Group Page. This practice of allowing child marriages and forced marriages is a form of domestic violence and child abuse in itself.

Please join me in congratulating Colleen Jasseen on this remarkable achievement.



## Pictures of the Communications and Public Relations Committee GFWC 2025 Convention Workshop



GFWC CPR Committee at the GFWC 2025 Convention in Atlanta, GA. We are missing Jeanette, who had personal obligations.



## Press Release Guidelines:

During the Communication and Public Relations Workshop at the GFWC 2025 Convention, Rita presented these guidelines on writing a press release. Press releases can be posted on social media sites, local newspapers and radio stations, and community organizations such as the Chamber of Commerce. They are very effective in announcing any GFWC events past and upcoming.

- The GFWC Logo should be in the upper left-hand corner with the address to the right.
- A Press Release should identify the document's purpose.
- Establish information, news, and who to contact for help with questions or to speak with leadership.
- The Headline should be catchy, if you can, ALL CAPS & Bold.
- Use a subheading with additional information for clarity, and place it in italics.
- The Dateline has the location and date.
- The Lead Paragraph will Answer: Who, What, When, Where, Why, and How (this question can be done in the follow-up paragraph after the quote or within the quote).
- The Quotation should support the lead paragraph. Rephrase the importance/significance.
- The 3rd Paragraph contains additional information.
- The 4th Paragraph has a Quotation supporting the 3rd Paragraph.
- The last Paragraph Identifies the Issue Expert to contact for more information.
- ### Denotes End of Press Release.
- Boilerplate --- Summary of the organization's mission and states purpose, membership, etc.
- The voice is always "ACTIVE", no passive/ past tense (never --- otherwise it isn't news).
- The GFWC Style Guide contains additional information on an effective press release.

Have you signed up to be a member of the **GFWC Advancements and Programs Forum** on Facebook? This private Facebook page is a great opportunity to get updates from the GFWC Leadership, Membership, and Communication and Public Relations Chairmen. In addition, there is information and interviews from the other GFWC Advancement and Programs chairmen.

It is easy to join. Answer a few questions about your GFWC affiliation, and an admin will approve you for the group. Members can invite other members to join. Help us reach our goal of at least 3,000 members.

