GFWC
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GENERAL FEDERATION OF WOMEN'S CLUBS
MASSACHUSETTS

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Environment Community Service Program

Continuing our legacy of environmental advocacy in the **GFWC Environment Community Service Program** is more important than ever; there is much we can do to preserve the world's resources, protect wildlife and domesticated animals, live sustainably, beautify our communities, and enjoy nature. With many of the world's scientists forecasting a climate emergency, we are called upon to act now. It is vitally important that we do our part to care for and heal our planet.

Reduce / Reuse / Recycle at the very bare basics. Gen Xers are at the core of what being a "Material Girl" emits as we danced around our bedrooms singing along with Madonna. Fast forward to 2026 and we are in a world of Excess and now Gen Z's are working harder than ever to reverse the trends

There is so much more to Environmental Awareness than what has traditionally been taught from a trash disposal perspective. This administration is focused on education with regards to all aspects of our surroundings that compile our environment.

To help get your club thinking about how you can best impact your community, here are some topics and links to get you started.

Reduce: Find swap and share sites on your communities' local pages. There are sites for everything from clothing to furniture to splitting plants in the garden. Reduce your carbon footprint by reducing waste and lower the use of utilities when possible.

Reuse: Repurposed and vintage clothing is becoming very posh with Gen Z. Host a Thrift or Yard Sale. Learn sewing skills to repair or resize your clothing before sending it to Savers or a collection agency; many of these items end up in landfills.

Recycle: There are so many new businesses developing material from recycled materials. Encourage your members to sort materials that are no longer useful to them and donate/deliver to business that will breathe new life into these materials by engineering something new.

Environment Awareness: Educate members on ways they can improve/protect the water, soil and air quality in both local communities and around the world.

Preserve and Grow: Work with your local Garden Clubs or Green Space organizations to remove invasive species of plants and help replace them with native plants that will encourage local and native pollinators to thrive.

If you can change one action per month in your own lifestyle you will have managed twelve actions that can greatly impact the world. Starting with one thought and intention will impact everyone.

To see the full GFWC Manual page for the Communications and Public Relations Advancement Plan go to gfwcma.org > About GFWC > What We Do~GFWC Manual > Scroll to Communications and Public Relations