



COMMUNICATIONS AND PUBLIC RELATIONS

ADVANCEMENT PLAN

Today, communication truly takes on all tactical forms – visual, written, digital, and audible. For your club to become even more efficient and resourceful, you must consider taking the time to develop and execute a strong communications strategy, one that employs all these forms to effectively engage your members.

Engaged members are more satisfied, will see more value in their membership, and will participate in more activities. But how do you create an experience that's truly meaningful to your members?

You need to first create a **COMMUNICATIONS STRATEGY**. It is the first step in understanding your membership! It is how you will shape content that will educate, inform, and inspire current members as well as potential NEW members. Executed properly, a good membership communications strategy will also help you RETAIN members.

BEFORE YOU BEGIN - ASK THE HARD QUESTIONS!

What do you want your communications to do? Once you define your goal, you'll need to figure out how to reach it by employing one or more of these tactics or tools.

Next, you'll want to establish how you expect your communications to influence your members. What do you expect to happen as a result? Understanding and having a realistic expectation of results defined in your overall strategy is key when evaluating the success of each tactic and can help when adjustments are needed.

This guide will walk you through creating a solid communications strategy, define the following tactics, and outline the tools that you can utilize to reach your club's goals and objectives.

- Branding
- Public Relations
- Club Communications
- Website
- Social Media
- Digital Meeting Capabilities



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ADOPTION OF CLUB MASCOT

GFWC Civic Woman's Club of Picayune (MS) adopted a mascot to promote the club in a unique way. Named for Pearl River County, Pearl Swineheart is the name of a beautiful stuffed swine. Pearl always wears her Civic Woman's Club shirt or carries her Civic Woman's Club purse. Maintaining her own Facebook page, friends can view posts of her and other CWC members volunteering. Pearl attended thirty-one club functions and had her photo taken with over sixty non-members.



PROJECT PROMOTION VIA MULTIPLE MEDIA OUTLETS

GFWC Hollidaysburg Area Woman's Club (PA) utilized multiple communications and media outlets to promote their 16th annual food drive at Walmart and Sam's Club. Communications included face-to-face meetings with store managers, various television and radio interviews, four social media outlets, live Facebook broadcasts, banners, and flyers. Elementary through college-aged students helped clubwomen collect food while earning community service points. These efforts, combined with generous donations, enabled support to more than ten Blair County food banks and organizations.



CHIMP MONKEY COMMUNICATIONS

GFWC Greater Keller Women's Club (TX) enhanced communications using Chimp Monkey, an information dispersal system that keeps its 200 members informed and up-to-date while increasing community awareness. The club uses Chimp Monkey to create and distribute mass emails to member inboxes and social feeds almost daily. It was also utilized to develop rack cards that were then placed at area businesses along with member push cards for easy use with potential recruits.



STEM CONFERENCE PROMOTED VIA VARIOUS TECHNOLOGIES

GFWC Northboro Junior Woman's Club (MA) used various technologies to promote and provide 2018 STEM conference registration information, including electronic school mail, Google Forms, Instagram, Twitter, and Facebook. The school's electronic backpacks for students and parents were embraced. This was publicized on the club Facebook and web pages. A new electronic link to the event's registration page was included. A picture frame labeled #NJWCSTEM was created. Students shared photos and experiences on social media using the hashtag #njwcstem2018.

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BRANDING

What does branding or “having a brand” really mean? Your brand emotionally connects you to your audience. It is what you stand for as an organization; it is your reputation. Someone may have heard of your club, but a good brand ensures they already know what you do. There is a difference!

The GFWC brand is our image to the public—it is the collective GFWC identity that conveys an image of friendship and volunteer service to our target audiences. The GFWC brand consists of several different elements: the emblem, motto, and tagline. Together, these elements establish the GFWC brand as a significant and differentiated presence in the world.

The GFWC emblem is the foremost example of our brand identity and our image to the public. It is an intangible image of our reputation. Club members themselves participate in developing and protecting the GFWC brand by being ambassadors of our image through volunteer activities within the community.

Additionally, the GFWC brand is made up of other communication tools and identifying features, such as our registered motto (GFWC Unity in Diversity®), and tagline *Living the Volunteer Spirit!*

All GFWC members must fiercely protect and continue to establish our unique brand. It is this image within our community that represents our members as an international women’s organization dedicated to community improvement by enhancing the lives of others through volunteer service.

GFWC STYLEBOOK

The GFWC Stylebook is the primary reference for maintaining the GFWC brand, communicating our vital messages, reinforcing our standards, 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.

GFWC clubs and members have responsibility for, and a role in protecting and enhancing, our brand. It is imperative that every member responsible for creating communications for her club familiarizes herself with the GFWC Stylebook. The GFWC Stylebook can be viewed and downloaded at www.GFWC.org/memberportal.



CPR TIPS

1. Download the GFWC Stylebook and ensure all members of your leadership team adhere to the guidelines to ensure brand continuity.
2. Consider creating your own Stylebook for your club’s brand identity so that your communications are consistent throughout your printed and digital communications.

PUBLIC RELATIONS

The primary goal of public relations is to garner positive publicity for an organization’s mission, policies, and practices. In this section, we will define public relations efforts with an emphasis on media relations.

Public relations efforts and tactics extend **beyond the media** to the public.

- Create a public service announcement highlighting your club’s selected charity and ask local news outlets to promote it.
- Ask local news outlets to promote your events/fundraisers.
- Write op-eds and letters to the editor of your local publications focusing on topics or issues your club is involved in on a local level.
- Promote your club’s social media pages in a variety of community-based social media platforms.
- Invite a local celebrity to attend your Convention or event.
- Ask to be recognized by your city council or village board.

MEDIA RELATIONS

"Media relations" refers to the connection between an organization and journalists: most often used is a press release. A press release provides the media with the basics needed to prepare a story. The information should be written in a concise and straightforward manner; cover club projects, programs, and accomplishments; and highlight the news value of GFWC's work in the community. Develop a news angle or hook to pique the media's attention and increase the chances for media coverage. Consider the following:

- Is this relevant beyond GFWC?
- What is the impact (i.e. dollars raised, people served, community improvement)?
- Why is this story significant?
- Is it unique or unusual?
- Does it improve people's lives?
- What are the major achievements (i.e., significant anniversary, recognition from a program partner or legislative body)?
- Is there a human-interest angle?
- Proofread! Always proofread your work before sending the release.
- Follow up with your media contacts to ensure they received the press release and determine if they have any questions.

PRESS RELEASE SUBMISSION TIPS

News stories should emphasize your club's activities and accomplishments, focusing on why they are interesting. Human interest, humor, and innovative ideas make the best story topics.

- Has your club implemented a modern solution to an old problem?
- Is your club engaged in any legislative efforts or working on any projects that relate to GFWC Resolutions?
- Numbers and statistics are nice, but a good narrative is better.
- Include photographs! Send photos as email attachments, never embedded in the body of your email or in a Word document. Photos should be in the highest resolution possible, but no less than 300 dpi (dots per inch).

DEVELOPING A GOOD EYE FOR PHOTOGRAPHY

A good photograph tells a great story. Photographs entice people to read the article.

- PLAN YOUR PHOTO so something is happening. People standing or posing together do not make interesting photos.
- LIMIT PHOTOGRAPHS to no more than five people. Do not cram a lot of people into the frame.
- STRIVE FOR SIMPLICITY. Remove water glasses, soda cans, purses, wastebaskets, and anything that clutters the photo.
- CREATE EMPHASIS. If you're photographing a person, bring the subject forward from the background so the emphasis is on him or her. Subjects should not be leaning up against a wall.
- POSITION THE SUBJECT so his or her body is slightly angled (not directly facing the camera) with the head turned to face you.
- EXPERIMENT with different angles and try several different ideas. Try moving the person in the scene. Have them move forward or position themselves differently.
- SMARTPHONE PHOTOGRAPHY as smartphones become the popular choice for taking pictures, the tips above still hold true. Other tips for Smartphone Photography are:
 - ø Hold your smartphone sideways to take all pictures.
 - ø Keep your smartphone still to get a clear shot.
 - ø Clean the camera lens - your smartphone can get dirty "living" in pockets, purses, and bags.
 - ø Avoid using the digital zoom as it decreases the quality.
 - ø Observe camera etiquette.

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GFWC BOILERPLATE

All members are encouraged to use the following GFWC boilerplate in written communication, such as press releases, letters, newsletters, etc.:

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 80,000 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).

CLUB COMMUNICATIONS

Creating effective ways to communicate with your membership is crucial to the HEALTH of your club/ State Federation/Region. Do you really know how your members like to receive information? Print or electronically? If not, you will want to take time to survey them. Are they open to change? If not, you many need to create a MIX of new AND familiar ways of communication.

You can save hundreds or even thousands of dollars by knowing the answers to these questions. Even more importantly, by taking the time to understand the communication style and needs of your membership, your members will feel "heard" and will feel valued.

NEWSLETTERS (PRINT OR EMAIL)

Club newsletters are one of the most effective and efficient methods of informing GFWC members about projects, programs, events, partnerships, and issues. Appoint a newsletter chairman for your club and/or State Federation.

- Identify a layout and media (electronic, hard copy, or both) that works best for your membership and budget.
- Determine the newsletter's frequency (i.e., monthly, bi-monthly, or quarterly).
- Create an editorial calendar and set deadlines for article submission. Suggested topics include:
 - ø President's Column - Letter from your club, District, State, and/or Region president.
 - ø Member Profiles - A glimpse into the lives of fellow club members and their experiences. Feature a different member in each issue.
 - ø Calendar of Events - Important dates, such as meetings, programs, events, Federation Day, your club anniversary, holidays, observances, and member birthdays.
 - ø Club News - Program updates, accomplishments, recent events, awards, accolades, and community recognition.
- Include information distributed from all levels of GFWC leadership and solicit articles from all levels, as well.
- Cover Community Service Program projects that were completed with or for GFWC Partners and use their

GENERAL FEDERATION
OF WOMEN'S CLUBS
www.GFWC.org



FOR IMMEDIATE RELEASE

Contact: [Club president or appropriate chairman]
P: [Contact phone number]
E: [Contact email address]

HEADLINE USING ALL UPPERCASE LETTERS *Subtitle in Italics*

Month, Day, Year (Club's City, State Abbreviation*) – The opening paragraph should contain a news angle or hook to pique the media's attention and increase the chance for media coverage. This paragraph should also contain who, what, when, where, why, and how.

The remainder of the body text should include any relevant information, including benefits, statistics, area of impact, etc. Add quotes from your club president, community leaders, Program Partners, or elected officials. The quote should be based on the press release topic, and you should obtain the individual's permission to use the quote.

Add Boilerplate:

About the General Federation of Women's Clubs

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 80,000 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.

*At the end of the release, insert three number symbols to show that the press release is complete:
#*

*States listed in the dateline should be written in AP style. For example, use Wash. for Washington State. For a list of AP state abbreviations, view the GFWC Stylebook at www.GFWC.org.

[Club Name]
[Street Address] | [City, Postal Code State Abbreviation, Zip]
www.ClubWebsite.org.com | P: XXX-XXX-XXXX



CPR TIPS

1. Always use the GFWC Boilerplate on all press releases to ensure brand continuity.
2. Always review potential platforms and tools with your boards/committees and general membership before implementation.

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- logos/emblems whenever possible.
- Assign article writing to club members based on responsibilities as leaders and project organizers.
- Convey knowledge, generate enthusiasm, and enhance your club's public relations outreach, membership recruiting and retention, program development and reporting, and strategic plan.
- Include action photos, when possible, as they add interest to your newsletter.
- Always provide club contact information.

EMAIL PLATFORMS

To communicate with your members via email, look at two of the most popular email marketing platforms.

MAILCHIMP

MailChimp is a great resource for club communications because it offers a free offering for up to 2,000 email addresses. If you use for your state communications, it may push you over that limit and into a paid model but it is still very affordable as it is FAR less than the traditional fees associated with a print magazine or newsletter! It is the largest email marketing application you can use. It also offers easy to read reports and analytics; you can easily see which recipients opened and read your communications. This platform also offers more options for template customization, which is important in keeping your brand identity intact.

CONSTANT CONTACT

This platform is also extremely easy to use and has a free offering, but only one month per the plan you choose. It offers a gallery of stock images to choose from and has numerous template selections. It also allows you to easily manage your club database and offers outstanding customer support.

Other platforms to consider are Pinpoint and Benchmark. Some will collect funds for your club's events, which can be helpful for conventions or special fundraisers.

WEBSITE

Your club website is the public's first AND LAST impression of you and your members! It is always open, 24/7 for all to see so please make sure it is up-to-date and contains fresh and timely content. If you can, find someone in your club who knows how to create and/or maintain a website. And if you cannot, this is definitely something you will want to invest in with a third-party.

- Appoint a website chairman for your club and/or State Federation.
- Create a club email account (i.e., GFWCClub@yahoo.com, GFWCStudyClub@gmail.com) and assign someone to check it regularly.
- Identify a technology solution that works for your level of knowledge. Possibilities include working with a website developer or designer; securing assistance from tech-savvy friends, family, or volunteers from local schools looking for practical experience; or running and maintaining the website on your own.
- Secure a domain name that clearly portrays your name and includes GFWC (i.e., www.GFWCFI.org, www.GFWCWarrenJWC.org).
- Link to www.GFWC.org to show that your club/State Federation is a part of GFWC.
- Include your club's website address in all printed materials, including press releases, business cards, brochures, fliers, and posters.
- Provide the following information on your website:
 - ø A calendar of meetings, project-related activities, and other club/State Federation events.
 - ø Club/State Federation history, noting important milestones and accomplishments, officers, past presidents, and other achievements.
- Develop a plan for updating the website and share the responsibilities for writing new content.



CPR TIPS

1. There are many email marketing platforms out there! Be sure to research what is best for you and your club.
2. A well-designed website is the single best way to attract new members and donors to your club as everyone will visit it before joining or doing business with you.

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SOCIAL MEDIA

According to Google, there are 65 or more social media platforms or sites. Many of these platforms simply do not fit with our goals and interests. We will review several of the most popular ones here, but feel free to research what will work best for your club and members.

If you cannot decide where to start, consider ranking your club's priorities; it may be more effective for your club's brand to focus on maximizing the capabilities of one or two platforms. Whichever platform(s) you choose, set up a team to monitor it regularly. The platforms that allow followers to interact come with (unspoken) expectations that someone will respond very quickly and that there will be a steady stream of real-time content. Never let just one person in the club be responsible for social media efforts; it is far too big of a job!

FACEBOOK

If you have not yet established a club, District, or State Federation page, you should consider doing so during this Administration!

Use your club's name as the title and appoint someone in your club to manage it. Continually post updates and photos of your activities, create events for your meetings, and make sure to keep your contact information and club website up-to-date.

Encourage all members of your club who are on Facebook to like your club's page so they can share the information you post with their friends. Your club's page should also like pages of groups you work with, such as national and local partner organizations, news stations, civic organizations, or other groups with Facebook pages.

FACEBOOK LIVE

Facebook Live is a live video streaming service that lets anyone broadcast from their mobile devices straight to their Facebook News Feed, which is perfect for GFWC clubwomen! You can do short, live video clips from your fundraisers, installations, meetings, just about anything you would like to promote in your Facebook feed!

Here are basic instructions on how to go LIVE on FB!

1. Tap the camera icon to the left of your search bar.
2. Give Facebook access to your camera and microphone when prompted.
3. Switch to "Live" on the bottom of your camera screen.
4. Choose your privacy and posting settings.
5. Write a compelling description.
6. Tag friends, indicate your location, or add an activity.
7. Set your camera's orientation.
8. Add lenses, filters, or writing and drawing to your video.
9. Click the blue "Start Live Video" button to start broadcasting.
10. Interact with viewers and commenters.
11. Click "Finish" to end the broadcast.
12. Post your reply and save the video to your camera roll.



CPR TIPS

Do not forget to like GFWC's Facebook page as well! View it at www.Facebook.com/GFWCMembers.



CPR TIPS

It is hard to "practice" since it is live, so be prepared! Do something simple the first few times until you get the hang of narrating.

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VIDEO SHARING

It is no secret that people love to watch others in action and posting your club/State Federation/Region's videos can be a terrific way to attract new members. There are numerous video sharing platforms, so be sure to do your homework! In this section, we will look at the two largest and most well-known platforms: YouTube and Vimeo. Instagram is also considered a video sharing platform, but we will take a look at that later.

YOUTUBE

At this point you would have be living under a rock not to know about YouTube! The video sharing giant has more than one billion users and people watch more than one billion hours of video on the site daily. YouTube allows users to upload, view, rate, favorite, share, flag, report, add to playlists, comment on videos, and subscribe to other users.

To sign up for a YouTube account, you must have a Google ID or sign up for a new Google account. To start, go to the **YouTube.com** homepage and click the "Create an Account" button at the top of the screen to go to the basic Google sign-up form and then follow the prompts. Once you have created your account, you can upload your videos and then share them on social media or in your email communications.

VIMEO

Vimeo has similarities and differences with YouTube. Like YouTube, it lets people upload and share videos. Unlike YouTube, the platform has no advertising and most users must pay for the privilege of uploading their videos. Plans start at \$7 for 5 GB per week, but there is also a free, basic plan.

Vimeo might not be as open and accessible as YouTube, and it has a smaller audience of around 80 million. To sign up for a Vimeo account, go to **Vimeo.com** homepage and click "Join." Create a username and password and enter your email. Confirm your email by following the instructions sent to your inbox, and you will be in business!

TWITTER

Twitter is another important social media platform. But what is it exactly?

Twitter is a 'microblogging' system that allows you to send and receive short posts called tweets. Tweets can be up to 280 characters long and can include links to relevant websites and resources.

You can create your own tweets, or you can retweet information that has been tweeted by others. Retweeting means that information can be shared quickly and efficiently with many people.

Here is the most important thing to understand about Twitter - it **IS** the news. It is as current and up-to-the-minute as you can get. National and local events, celebrity news, weather-related information all break FIRST on Twitter. It is an excellent way to get the attention of big brands for sponsorship or to release a public service announcement.

PINTEREST

Pinterest is another social media platform that most of our members have heard of, perhaps for its recipes, but it does so much more! It is a great place to look for inspirations for your meetings or conventions and even fundraising! Users create and share collections (called "boards") of visual bookmarks (called "Pins") that they use to do things like plan trips and projects, organize events, or save articles.

CPR TIPS

When posting on social media, use short, complete, and clear descriptions and let the photos or video tell the story.

CPR TIPS

Twitter is especially important if you need to contact or influence members of Congress. For example, **Shot@Life** has found that when they tweet photos of their visits to Congressional Members, their efforts are more effective!

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We encourage you to look at and try this platform for your club. It is very visual with lots of photos and can be a useful way to show off a project or event and attract new members with like-minded interests to your club.

INSTAGRAM

Instagram is a free photo and video sharing platform. People can upload photos or videos to share with their followers or with a select group of friends. It works much like Facebook and can be combined with your Facebook account, and it is primarily used by mobile device users. Instagram is all about visual sharing, so everybody's main intention is to share and find only the best photos and videos, which makes it a great way to show off your projects and events!

SNAPCHAT

Snapchat is a free mobile messaging application used to share photos, videos, and text messages that users can only access from a mobile device. It is different than other forms of social media in that its messages disappear from the recipient's phone after only a few seconds. If your club is marketing to younger members or sponsors a GFWC Junorette club, Instagram and Snapchat are must-haves in your communications strategy.

These are just a few of the many platforms that are out there for you to use for your club activities and membership retention so DO YOUR RESEARCH!

SOCIAL MEDIA HINTS

Most of these platforms are photo driven. This means people want to see pictures not words! Use photos showing your club members in action so that potential members can see themselves as a member of your club. Crop your photos so that there is not a lot of wasted space around the action and the action is easier to see. Also, investigate using paid posts on FB to promote your club's Membership Drives or fundraisers. It is very inexpensive and usually yields impressive results.

DIGITAL MEDIA CAPABILITIES

A necessary piece of your communications strategy is utilizing digital communication tools, such as online meetings, text reminders, webinars, and podcasts.

Online or mobile collaboration means improved efficiency and increased productivity, but only if you have the right tools for collaboration in the first place.

It also means monetary savings for your club, District, or State Federation budgets.

BIGMARKER.COM

This browser-based platform is a wonderful tool for large-scale webinars, virtual workshops and/or presentation style-meetings. It is professional and couldn't be easier to use: you simply click a link to join to the virtual event. It runs in the cloud through your web browser - no downloads required.

It also offers tools to engage the audience, which can be used to capture member data. The platform also offers online resources and support and customizable templates.



CPR TIPS

Gen Z and millennial Snapchat users share a common personality trait: FOMO (fear of missing out). By promoting your local events to FOMO-motivated young ladies, you can make your club relevant to a broader audience and bring in new members!



CPR TIPS

The way people communicate is changing and we need to keep up with the trends, not only to thrive but to SURVIVE.

COMMUNICATIONS AND PUBLIC RELATIONS

ZOOM

This longtime Skype alternative allows for easy video calls, online demos, or webinars with your virtual teams. Advanced features include selective screen sharing where some participants can see the presenter's screen and others cannot. If your members use Microsoft Outlook, then this is a top selection: it's easy to [schedule](#) video conferencing meetings from Outlook through the Zoom plugins.

SLACK

Slack is an incredibly smart platform, which you can get on mobile and desktop devices. It enables you to send direct messages (DMs) and files to a single person or a group, and there is the ability to organize conversations into different channels (perhaps for specific projects, general chat, and so forth).

The app also supports video calling. You can use the feature to talk to your committees about projects and work in-depth, without having to type everything into a Direct Message or email. And while this is not a replacement for cloud storage services, you are able to drag, drop, and share files with your colleagues directly within Slack. It is also compatible with services such as Google Drive and Dropbox. Slack has a free version, although it does have limitations (in terms of the number of messages stored, overall storage space, and so forth).

GOOGLE DRIVE

All club records can be stored on Google Drive and can be accessed by all members at any time. No more waiting for someone to send something to you! Google Drive also offers a [ton of storage](#) for a low price, so implementing Google Drive and GSuite tools for your whole team is simple and definitely worth the price.

DROPBOX

What made [Dropbox](#) the most popular [cloud storage](#) app to share documents for more than a decade? It has a user-friendly interface and simple experience! It is like you're storing documents and notes right on your hard drive by dragging the appropriate files over to that little blue and white icon. It is instantly familiar and instantly accessible! Also, you can share files and notes to non-Dropbox users with a simple link.

So many choices and options! When you survey your members, be sure to include a question about digital meetings and communications. Investigate what will work best for you and your club/committees/boards/memberships and you will be rewarded with more efficient and (in many cases) more affordable ways to conduct club business, all while streamlining communications with your members.

PODCAST

Podcasts are a tremendous way to stay connected to your members, especially if they cannot make a workshop, or State Federation or Region presentation. Information can be recorded so members (and potential members) can download and listen to it when it is convenient for them.

People listen to podcasts while driving, flying, at work, or working out! It is all about the convenience and access to information virtually anywhere, anytime, anyplace. Many podcasts are free to download, and some are even free of commercial advertisements.



CPR TIPS

Research what podcast hosting sites/plans will suit your club/State Federation/Region best!

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Podcast productions can range from carefully scripted to totally improvised discussions; what is important is the topic discussed. **Buzzsprout** is a wonderful resource for hosting your club/State Federation/Region's podcast(s), offering a free plan and several low cost plans, depending on your needs.

Much more information on podcasts will be coming from GFWC this Administration, including our very own podcasts on everything from leadership and membership development to helpful tips on managing your club finances, so STAY TUNED!

CONTESTS

The Communication and Public Relations Committee oversees two contests: Newsletter and Website. Certificates are awarded to the top three club entries, while State Federations compete for top billing within each membership category. Please refer to the Awards, Contests, and Grants section of the *GFWC Club Manual* for further information.

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Communication and Public Relations projects, as follows:

- Certificate to one State Federation in each membership category
- \$50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Awards Program. Each State Federation may submit one State Award Entry Cover Sheet and one Club Creativity Award Entry Cover Sheet for the Communication and Public Relations Advancement Plan. Clubs do not submit entries directly to GFWC.



Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.