

**New Jersey State Federation of Women's Clubs of GFWC**  
**Mary E. Wolfe, President**  
**A Proud Legacy ~ A Shining Future**

**JUNE 2018 COMMUNICATIONS BULLETIN**

**Patricia A Pasquale, Chairman**

When thinking about Communications, remember you have two important responsibilities: internal club communications and external community—district, state, and global messaging. The Bulletin is directed toward the first; internal club communications or getting the word out to your members. It should be timely, concise, and accurate. In order to accomplish this, consider a combination of the following three methods; a phone ladder, an e-blast or “planting a seed in the club grapevine.”

For those members who are not computer savvy or do not have computers, you will need to organize a phone ladder; a system whereby you have a coordinator who receives that original message and passes it onto a few women who are assigned members to call. What is an e-blast? The Internet defines it as “an email message sent out to many recipients simultaneously.” In terms of your club, an e-blast is a message sent to all club members at the same time. To make it easy, set up a distribution list in Microsoft Outlook with all club members email addresses so the process becomes “One Click”. (As members join, add them to this distribution list to keep it updated.) Lastly, one of the fastest communications networks is the club “grapevine”; remember the Faberge Organics shampoo TV commercial, “and they tell two friends.” You can successfully use the grapevine to spread the word. You will have a sense of which members have the widest reach of friends. Then “plant the seed” by giving her a call, asking her out for lunch, or stopping by just to say hi!

A combination of any two or all three, the phone ladder, an e-blast and the grapevine, will insure that all members are on the same page and no one member feels ill-informed or uninformed. Be mindful that the word will get back to the top very quickly when there are inconsistencies in the message or if someone did not receive it.