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***Market Your Club Effectively by...***

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using club stationery and notecards

<b>Purpose</b>	<ul style="list-style-type: none"><li>• To create a professional image of the club.</li><li>• Letterhead stationery should have a simple yet classic look, and be used for all correspondence sent out in the name of the club.</li><li>• Such correspondence should be typed.</li><li>• Club notecards are informal and can be used to invite or express thanks. Notes sent on notecards are generally handwritten.</li><li>• All members who are expected to write on behalf of the club should have access to both types of stationery.</li></ul>
<b>Length</b>	<ul style="list-style-type: none"><li>• Stationery should be 8 ½" x 11" good grade paper.</li><li>• Notecards can be 4" x 5" or any size or texture desired by the club.</li><li>• Stationery and notecards can be ordered from a local printer or online at minimal cost in a variety of colors with matching envelopes, preprinted with the return address. Stationery and note cards with matching envelopes can also be created using computer word processing software and appropriate paper stock from an office supply store.</li></ul>
<b>Design</b>	<ul style="list-style-type: none"><li>• Club stationery should be headed with following:<ul style="list-style-type: none"><li>○ Club name</li><li>○ Address</li><li>○ Year the club was founded</li><li>○ Affiliation with NJSFWC and GFWC</li></ul>(Note: the GFWC and NJSFWC emblems make attractive and professional additions.)</li><li>• Do not include information that dates the stationery, such as the club president's name.</li><li>• Consider using "Reply to" if the reply is generally to be sent somewhere other than the address given at the top of the page.</li><li>• The outer cover of the notecards could include the following:<ul style="list-style-type: none"><li>○ Club name</li><li>○ Club emblem and/or</li><li>○ GFWC and NJSFWC emblems</li></ul></li></ul>
	<ul style="list-style-type: none"><li>• The NJSFWC offers notecards for sale at Federation Headquarters</li></ul>



*GFWC Woman's Club of Anytown*  
Organized 1940  
Post Office Box 1111  
Anytown, NJ 00000-0000



Reply To:

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*Member:*  
*New Jersey State Federation of Women's Clubs of GFWC*  
*General Federation of Women's Clubs*  
*\* (See note below)*

\* If your club is a member of another organization, such as Friends of the Library, Chamber of Commerce, etc. this could be included here

## Market Your Club Effectively by...

using club business cards and invitations

<b>Purpose</b>	<ul style="list-style-type: none"><li>• To have on hand professional materials that introduce the club or members to the public, officials, to corporations when soliciting funding, to other organizations, to prospective members, etc.</li></ul>
<b>Size</b>	<ul style="list-style-type: none"><li>• Business cards are a must. They should be the standard 2" x 3 ½" in size.</li></ul>
<b>Contents</b>	<ul style="list-style-type: none"><li>• The club business card should contain the following:<ul style="list-style-type: none"><li>○ Club name</li><li>○ Address</li><li>○ Telephone number</li><li>○ NJSFWC and/or GFWC emblem for national identity</li><li>○ A permanent address, such as a PO Box #, is most useful as is a telephone number that can be used for several administrations.</li></ul></li><li>• The President's name and phone number can be added if the budget permits, or a space can be left for a member to write in her name and phone number.</li><li>• Business cards are fairly inexpensive and can be ordered in quantity from your local printer or can be computer generated. Packets of business cards can be purchased from an office store.</li><li>• Business card templates are downloadable from <a href="http://www.njsfwc.org">www.njsfwc.org</a></li></ul>
<b>Size</b>	<ul style="list-style-type: none"><li>• Preprinted invitations, suitable for inviting prospective members to a club meeting, create a professional image. They should be designed to accommodate easily-obtained envelopes.</li></ul>
<b>Contents</b>	<ul style="list-style-type: none"><li>• The prospective member invitations should include the following:<ul style="list-style-type: none"><li>○ Club name</li><li>○ GFWC/NJSFWC emblems</li><li>○ Meeting place</li><li>○ Meeting times and dates</li><li>○ Club activities and programs</li><li>○ Invitations to join</li><li>○ Contact names and phone number</li></ul></li></ul>
	<ul style="list-style-type: none"><li>• <i>See the next page for sample business cards and invitations</i></li></ul>

# **SAMPLE BUSINESS CARD AND INVITATION**



## **GFWC Anytown Woman's Club**

**Member**

**New Jersey State Federation of Women's Clubs  
General Federation of Women's Clubs**

**P.O. Box 1111  
Anytown, NJ 01234**

**908-555-5555**

Sample Business Card – Additional Samples Can Be  
Downloaded from [www.njsfwc.org](http://www.njsfwc.org)

## **COME JOIN US**

### **GFWC Anytown Woman's Club**

111 Main Street,  
Anytown, NJ 01234

**1<sup>st</sup> Wednesdays of the Month  
September through June  
8.00 P.M.**



**COMMUNITY SERVICE  
PERSONAL ENRICHMENT  
FRIENDSHIP**

\_\_\_\_\_  
**Membership Chairman**

\_\_\_\_\_  
**Phone Number**

Sample Invitation

## Market Your Club Effectively by...

designing and using a club profile/brochure

<b>Purpose</b>	<ul style="list-style-type: none"> <li>• To provide a prospectus for new and current members.</li> <li>• To provide an enclosure with press releases or any official club correspondence.</li> <li>• To utilize as a selling tool.</li> </ul>
<b>Contents</b>	<ul style="list-style-type: none"> <li>• A club profile should contain sufficient information concerning the club and entire organization to stand on its own, or serve as an insert in the Federation profile.</li> </ul>
<b>Length</b>	<ul style="list-style-type: none"> <li>• 8 ½" x 11" tri-folded sheet of paper, printed on both sides</li> </ul>
<b>Design</b>	<p><u>Side One</u></p> <p>Panel one: tear off/return card with club name and address printed on it</p> <p>Panel two: statewide and national projects (these can be found in the GFWC Club Manual and the NJSFWC Supplements); club awards and recognition from both the community and Federation</p> <p>Panel three: club name; club or Federation emblems; meeting dates and place</p> <p><u>Side Two</u></p> <p>Panel one: club history; affiliation; with NJSFWC &amp; GFWC; outstanding past projects</p> <p>Panel two: what club does locally; major fund-raisers; membership contact person+ phone number</p> <p>Panel three: tear off/return card with name, address, and phone number of prospective member</p>
	<ul style="list-style-type: none"> <li>• <b><i>Samples of club profiles attached:</i></b> <ol style="list-style-type: none"> <li><b><i>1. As a guideline to help you prepare your own</i></b></li> <li><b><i>2. A completed club profile except for adding your club name, contact number, meeting day and time</i></b></li> <li><b><i>3. A club profile that has a blank page inside for you to write your own descriptive paragraphs about your club and its work.</i></b></li> <li><b><i>4. Downloadable versions are available on <a href="http://www/njsfwc.org">www/njsfwc.org</a></i></b></li> </ol> </li> </ul>



Please  
paste  
stamp  
here

**GFWC Anytown Woman's Club, Inc**  
**PO Box 1111**  
**Anytown, NJ 00000-0000**

### **Statewide/National Projects**

- Feel the Smile of a Child
- GCI
- Candy/Cookie
- Canine Companions
- TLC Ministries

### **Club Awards and recognitions**

- Chamber of Commerce  
"Good Neighbor" Award  
1992
- Recipient of a grant for  
historic preservation
- Governor's Highway  
Safety Award, 1990
- State CIP Award, 1995

## **New Jersey State Federation of Women's Clubs of GFWC**

### **GFWC Anytown Woman's Club, Inc.**



**COMMUNITY SERVICE  
PERSONAL ENRICHMENT  
FRIENDSHIP**

# GFWC Anytown Woman's Club, Inc.



GFWC Anytown Woman's Club, Inc., was founded primarily to promote the establishment of Anytown Library. The club's membership today continues to promote education, as well as so many other community improvement projects.

The GFWC Anytown Woman's Club, Inc. is a member of the New Jersey State Federation of Women's Clubs of GFWC (NJSFWC) and is also a member of the General Federation of Women's Clubs (GFWC), the oldest and largest women's volunteer organization in the world.

## Outstanding past club projects include:

- Established town library
- Restored Anytown Park
- Originated the Sunshine Day Care Center
- Founded local food pantry
- Sponsored Safety Town.

## Sample Local Projects

- Sponsored reading programs in Anytown Library
- Provide scholarships to local students
- Contribute volunteer hours and food to local food kitchen

## Major fundraisers include:

- Annual Craft Show
- Art in the park for women's shelter
- Pancake Breakfast for local police and rescue Squad.

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For additional information and meeting schedule, please contact:

Jane Doe, Membership Chairman  
**GFWC Anytown Woman's Club, Inc**  
PO Box 1111  
Anytown, NJ 00000-0000  
908-555-5555

Yes, I am interested in learning more about membership in the  
**GFWC Anytown Woman's Club, Inc.**

**Please contact me**

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Cut here and mail



## WHY JOIN?

- To be a member of an ongoing, respected organization, with 7800 members in NJ
- To have the opportunity for friendship, fun and fulfillment while working together
- To have a voice in policy making
- Involvement in local, state and international affiliation with General Federation of Women's Clubs, with Headquarters in Washington DC

### Leadership training

The New Jersey State Federation of Women's Clubs of GFWC gives women the opportunity to expand their horizons through individual growth and by working together through a common goal.

You are invited to become a member of the local GFWC/NJSFWC Federated club. Together we can make a difference, within ourselves, and within our communities.

### FOR MORE INFORMATION

ABOUT OUR CLUB,

CONTACT US AT:

# GFWC

## Anytown

### Woman's Club, Inc.



*Dedicated  
to  
Community Service*

*Member of  
New Jersey State Federation  
of Women's Clubs of GFWC  
General Federation of Women's Clubs*



## NEW JERSEY STATE FEDERATION OF WOMEN'S CLUBS OF GFWC

The New Jersey State Federation of Women's Clubs of GFWC (NJSFWC) founded in 1894, has 7800 members in 225 clubs throughout the State. Its members are diverse in age and life experience, but unified in their goal to make a difference in the lives of others. It lists among its accomplishments:

- Founded NJ College for Women (Douglass College) –built Science and Music Buildings – Large sums for Library, Student Center, Art Center Developmental Disabilities Center for Autistic Children
- Donate scholarships at Douglass College for Fine Art/Art History, Performing Arts, Music, International Exchange, Natural/Applied Science, Continuing Education, Journalism/English
- Sponsor Women of Achievement Awards
- Established numerous community libraries
- Preserved of the Palisades
- Donated First Night Kits and other items to Domestic Violence Shelters
- Donated almost 43,000 books, valued at \$270,000 to under resourced school libraries

[www.njsfwc.org](http://www.njsfwc.org)



## GENERAL FEDERATION OF WOMEN'S CLUBS

The General Federation of Women's Club, founded in 1890, has more than 100,000 members throughout the United States and around the world. It lists among its many accomplishments:

- Established 75% of the public libraries in America
- Established national model for juvenile courts (1899)
- Turned the tide for the passage of the Pure Food and Drugs Act
- Supported the first child labor law and eight-hour work day legislation
- Endorsed a resolution in support of equal rights and responsibilities for women (1944)
- Sponsored nationwide discussion on changing roles of women in "Which Way Forward for Women?"
- Fulfilled the commitment made at the president's Summit for America's Future to donate \$12.5 million in books and materials to public libraries and public school libraries

[www.gfwc.org](http://www.gfwc.org)