

## COMMUNICATIONS AND PUBLIC RELATIONS SUPPLEMENT 2018-2020

Mary Lu Henry, Chairman

107 Jauncey Avenue

North Arlington, NJ 07031

Telephone: 201-997-1388 Email: [henry@njsfwc.org](mailto:henry@njsfwc.org)

### Club Communications and Public Relations

- Create/update club profile. Use the template in the NSFWC Manual for Club Presidents to customize one suitable for your club to include meeting time and place, contact phone number, club email address or website address, brief club history; emphasize current projects and fundraisers, and the tangible benefits of membership. Send your completed profile to the Communications Chairperson at the address or email above.
- Create/update a club business card. Include a contact phone number, email address and website/blog address. Include on back of business card 3–5 key club projects. Include a place for individual members to write their name and contact information. Include the NJSFWC and GFWC logos which are available at [www.njsfwc.org](http://www.njsfwc.org); under 'Materials'.
- Distribute NJSFWC and GFWC profiles (available through their respective Headquarters) along with club profiles to local businesses, library, town hall, and other organizations.
- Develop a club display board formatted with club photos of projects, newspaper articles and contact information to be displayed at the library, public buildings and at community or club events.
- Utilize the NJSFWC Online Press Releases available at [www.njsfwc.org](http://www.njsfwc.org); under 'Materials'.
- Send news/press releases of all club meetings, activities and events to printed publications, television, radio and online community and newspaper calendars. Send a copy of your press/new releases to the Communications Chairperson at the address or email above.
- Compile a club Newsletter. Enter this in the Statewide Competition, (See contest guidelines.)
- Compile a Scrapbook/History Book of projects and activities during the club year. Enter this book in the Statewide Competition. (See contest guidelines.)
- Compile a club Press/Public Relations Book of your club history and records. Enter this book in the Statewide Competition. (See contest guidelines.)
- Subscribe and submit club project information and photographs to GFWC CLUBWOMAN Magazine at [www.gfwc.org](http://www.gfwc.org). Send a photo and a short story to [pr@gfwc.org](mailto:pr@gfwc.org), include the words "Volunteers in Action" in your subject line.
- Participate in community parades, for example Memorial Day, Fourth of July, etc. Wear club shirts and colors and carry a banner with your club name, NJSFWC and GFWC logos.
- Enter Public Relations/ Promotional items in new statewide competitions. (Details will be in the September District Bulletin, the ALMANAC and available on the NJSFWC website.)

### Media Relations

- Create a media list with contact information, telephone numbers and email addresses.
  - Share that list with the State Communications Chair
- Include the NJSFWC logo on all news releases and documents to the media.
- Utilize as many channels of communication possible to promote your club: Internet, radio, television and newspapers.
- Establish or maintain a good rapport with media staff by personally meeting with them and/or contacting them by telephone. Determine the name of the reporter covering the local news. Ascertain criteria for types of news releases, format and deadlines. Adhere to these rules and always send a follow-up "thank you" note for publicity printed or aired.
- Invite reporters to attend special events or club meetings.
- Convey your message clearly, concisely and accurately.
- Contact publishers to include the NJSFWC logo as an inspirational symbol for deceased members. Give them the recognition for their volunteer service. (Ex. Rotary, Lions, Masons, etc., Print their logos with the death notice.)

### Press/News Release Preparation for Media

- Type releases on 8 ½" x 11" paper, double spaced, with 1" margins, unless otherwise specified; include NJSFWC logo, club name, contact name, telephone number and email address in upper right hand corner. Indicate "For Immediate Release" or date the article is to be released.

- Effective articles address the five “W’s”
  1. WHO: Your club name prefaced by GFWC and a member of the NJSFWC
  2. WHAT: A brief description of the event.
  3. WHEN: Date and Time
  4. WHERE: Place event will be held, ticket information.
  5. WHY: Details of the program, charity or service, benefits to be gained.
- Lead paragraph must communicate essential key points.
- Be brief, clear and make it easy to read.
- Denote end of release by typing several number signs with spaces in between (# # #) on bottom of last page.
- Include very clear, non-posed, action photos with few people and identify people in the photo (from left to right.)
- Email press release and photos or submit online utilizing website forms.

### **Other Ways to communicate with the Public**

- Network and partner with other community/civic organizations. Invite them to your meetings or ask to speak at theirs.
- Present your story in various ways with letters to the Editor seeking community support for a new project, call talk shows, inform Town Officials, the Chamber of Commerce, Rotary and other community groups about your club’s major projects.
- Create and maintain a club Facebook page. Use it to keep the public informed of club activities and events.
  - Create a private Facebook Page for members only, to keep members informed of internal matters. Remember, not all members are on Facebook, so be sure to send information by other means as well.
- Include club/NJSFWC website, contact information, membership information and a brief statement about your club at the end of each press release. Sample boilerplate statements may be found on the NJSFWC website, under Materials.
- Display GFWC and/or NJSFWC road signs, utilize community and online bulletin boards, hang banners and flyers to publicize events and fundraisers.
- Put your club’s name in the hands of the public with pencils, notepads, tote bags, etc.
- Display the NJSFWC logo on all flyers, printed materials. Logo can be downloaded from the NJSFWC website.
- Be visible by participating in parades, sidewalk sales, community clean-up days; staff an informational booth at a community event. Promote the sale of and wear T-shirts, clothing, etc. with club name/logo displayed.
- Donate a subscription of GFWC CLUBWOMAN Magazine to the library.

### **Bulletin Boards (Federation Headquarters)**

- Share your club’s accomplishments, events, programs, or other items of interest for display on the bulletin boards at Federation Headquarters. Email your items to the Communications Chairperson at [pasquale@njsfwc.org](mailto:pasquale@njsfwc.org). Items may also be sent by regular mail to the address above. Materials can be submitted in a PDF format, images (i.e. jpeg) or Word.
- Your submission should clearly identify the club, dates of events or programs, identify the people or places in images and if not apparent, a brief description or information about your submission.

## COMMUNICATIONS CONTEST RULES

### I. REQUIREMENTS FOR NEWSLETTERS- This is a Statewide Competition

#### NEWSLETTERS Competition Classifications:

Class A.....	1 – 2 printed pages
Class B.....	3 – 4 printed pages
Class C.....	over 4 printed pages

Awards will be given for First, Second and Third place in each class, if merited. Certificates will not be issued at the District level. This is a Statewide Competition with certificates presented at Convention.

#### NEWSLETTER Rules for Submission and Judging:

- a. Maximum size: 11" x 14" sized paper.
- b. Newsletters submitted must have been published during the previous calendar year.
- c. **Club name, District, NJSWFC of GFWC, Club President, contact information and date** must appear on front page.
- d. The club must send official entry form and two copies of one issue of the newsletter to the NJSFWC Communications Chairman, postmarked no later than **February 1<sup>st</sup>**
- e. Failure to adhere to rules will result in disqualification.
- f. To enter the GFWC Contest for newsletters, the official GFWC logo must be prominently displayed on the front page and membership as a GFWC Club must also be mentioned.

#### NEWSLETTER: Judging-based on the following criteria:

1. Presentation
  2. Format
  3. Federation Information
  4. Useful and Pertinent Information for Club Members
- **Each item is judged on its own merit.**
  - **Scoring will not be provided.**
  - **Comments should be provided by the judges for each entry.**
    - **Judges comments, when available, may be forwarded to the club, after Convention upon request.**

### II. REQUIREMENTS FOR SCRAPBOOKS- This is a Statewide Competition

**NOTE: History Books and Scrapbooks have been combined. Please review NEW Rules**

#### Competition Classifications for SCRAPBOOKS

Class A .....	1-12 Pages
Class B .....	13-24 Pages
Class C .....	25–30 Pages

**NOTE:** EMD entries will follow the same rules and classifications as the clubs.

Awards will be given in each class, if merited.

#### AWARDS

- Gold Ribbon Awards will be given in each class based on the criteria stated in this Supplement. The winning entries will be decided by the judges and their decision is final. Scoring will not be provided. All entries should receive written comments from the judges.
- All Gold Ribbon winners will be on display at the NJSFWC Annual Convention, and must be retrieved, and signed for, on Tuesday afternoon of convention. Specific times will be listed in the Convention Program. No items may be removed before this.
- Entries will be handled with care, but they are entered at the owners' risk.

#### SCRAPBOOK CONTEST RULES

1. Maximum cover size (15" x 15"). The club name must appear on the cover.

2. Information typed on white 8 ½" x 11" sized paper and pasted on the first page to include:
  - a. Club name, District and year
  - b. Membership as recorded in State Yearbook, minus EMD count.
  - c. Name, address and telephone number of Club Communications Chairman and Club President and signature of each. Preparer's name may be listed. No signature required.
  - d. *If APPLICABLE* - Radio, TV stations and/or internet sites used. Include names and addresses.
  - e. *If APPLICABLE* - Newspapers used, including names and addresses; note if daily, weekly or bi-weekly.
3. All books will be judged at the State Level. Books must be pre-registered with the official entry form to the Communications Chairman no later than **February 1<sup>st</sup>**
4. Books are to be delivered to Headquarters no later than March 15<sup>th</sup>.
5. Include articles, material, and pictures in chronological order from January 1<sup>st</sup> to December 31<sup>st</sup> of the previous club year
6. Book contents should include Photos, Programs, Place Cards, Name Tags, Club and District Newsletters (when Club name is mentioned), and other "souvenirs" of club activities.
7. Contents may include material from newspapers, magazines, TV and radio releases, web pages.
  - a. To validate television and/or radio coverage there must be a note on club letterhead, signed by the Club President or Club Communications Chairman, stating that the coverage was seen or heard. This validation must be pasted on the second page of the book.
8. Other criteria that must be followed:
  - a. All material must be neatly clipped and pasted. Clipped name of newspaper or magazine and date published to be placed above printed matter.
  - b. Neatly underline in **RED** the club name, NJSFWC and GFWC.
9. Paid advertisements are permitted. However, no political endorsements are permitted.
10. Book contents should be attractively presented and securely assembled using both sides of each page.
11. Plastic or Cellophane pages may be used.
12. Maximum Pages are 30 (both sides).
13. Failure to adhere to these guidelines will result in a deduction of points
14. Decisions of the judges are FINAL.

**SCRAPBOOK:** Judging based on the following criteria:

- First Page
- Theme
- Subject Matter
- Photographs
- Appearance
- Neatness
- Creativity
- Diversity of publicity

**III. REQUIREMENTS FOR PRESS / PUBLIC RELATIONS BOOKS- This is a Statewide Competition**

Competition Classifications for **PRESS / PUBLIC RELATIONS BOOKS**

- Class A .....4-30 pages
- Class B .....31+ pages

Awards will be given in each class, if merited.

**Awards**

- Gold Ribbon Awards will be given in each class based on the criteria stated in this Supplement. The winning entries will be decided by the judges and their decision is final. Scoring will not be provided. All entries should receive written comments from the judges.
- All Gold Ribbon winners will be on display at the NJSFWC Annual Convention, and must be retrieved, and signed for, on Tuesday afternoon of convention. Specific times will be listed in the Convention Program. No items may be removed before this.
- Entries will be handled with care, but they are entered at the owners' risk.

## **PRESS / PUBLIC RELATIONS BOOK CONTEST RULES**

- 1) Maximum cover size (15" x 15"). The club name must appear on the cover.
- 2) Information typed on white 8 ½" x 11" sized paper and must be pasted on the first page and must include all of the following:
  - a) Club name, District, club year and membership class.
  - b) Membership as recorded in State Yearbook, minus EMD count.
  - c) Radio and/or TV Stations used. Include names and addresses.
  - d) Newspapers and publications used, including names and addresses; note if daily, weekly or bi-weekly.
  - e) Name, address and telephone number of Club Communications Chairman and Club President and signature of each. Preparer's name may be listed. No signature required.
- 3) All books will be judged at the State level. Books must be pre-registered with the official entry form to the Communications Chairman no later than **February 1<sup>st</sup>**
- 4) Books are to be delivered to Headquarters no later than March 15th.
- 5) In chronological order, include original articles and pictures printed between January 1<sup>st</sup> and December 31<sup>st</sup> of the previous club year, including newspapers, magazines, TV and radio releases and web pages.
- 6) Only published/printed photographs are to be included in Press Books, the actual photographs may not be included.
- 7) Other Public Relations items, such as Profiles, Brochures, Flyers, Business cards, Bookmarks, etc., should be included.
- 8) All material must be neatly clipped and pasted.
  - a) Clipped name of newspaper or magazine and date published to be placed above printed matter.
  - b) Neatly underline, in **RED**, club name, NJSFWC and GFWC.
- 9) Evening Membership Department club releases are only to be submitted in their respective books.
- 10) Paid advertisements are permitted. However, no political endorsements are permitted.
- 11) Plastic or Cellophane pages may be used in Press Books.
- 12) Use both sides of the page. If an article will not fit or cannot be completed on one page, it may be continued on the following page, if necessary. Type "continued" where necessary. Do not leave blank pages.

### **PRESS BOOK:** judging based on the following criteria

First Page  
Diversity of Articles  
Variety of Materials  
Promotions of Programs  
Editorials and Feature Stories  
Validated Radio & TV coverage  
Printed internet site coverage  
Articles dealing with the club and/or club activities printed in other organization's papers  
Appearance & Neatness

## **GFWC COMMUNICATIONS CONTESTS**

### **NEWSLETTER CONTEST**

#### **Award**

A \$50 award will be given to the winning newsletter entry at the GFWC Convention to one club in the nation for creativity and outstanding achievement in producing a club newsletter.

#### **Contest Rules**

- Only one newsletter issue per club.
- Newsletter must have been printed and clearly dated during the contest year (January 1-December 31).
- Front page of the newsletter must prominently display the official GFWC emblem and mention membership in GFWC. (Refer to the GFWC Stylebook for GFWC Trademark use policies at [www.GFWC.org](http://www.GFWC.org))
- Newsletter entry must include contact information for at least one member, defined as email address, telephone number, and/or mailing address.

- All entries must be printed and sent via postal mail, postmarked no later than March 15<sup>th</sup> to: GFWC Newsletter Contest, 1734 N Street NW, Washington DC 20036-2990. The envelope must be clearly marked GFWC Newsletter Contest.
- Your entry must include a cover letter containing:
  1. Club President's name and contact information
  2. Name and contact information of person submitting the entry
  3. Number of club members
  4. Approximate circulation
  5. 250-word essay describing the club's approach to utilizing its newsletter
  6. Clubs with an electronic newsletter must follow the same entry rules. Printed copies of electronic newsletters are required.

For ideas on creating an informative and engaging newsletter, refer to the printed Communications and Public Relations Advancement Guide or the online version at [www.GFWC.org/Club Manual](http://www.GFWC.org/Club Manual).

### **GFWC WEBSITE CONTEST**

The GFWC Website Contest aims to challenge clubs and State Federations to employ their websites as membership tools with organized and updated content that presents a professional and credible source of information. A website that is updated weekly presents the information to your members and potential members in a timely manner. This is a great source to spread the word of Federation on the web.

#### **Awards**

CLUB LEVEL A first, second, and third place certificate will be awarded annually at the GFWC Convention to three clubs in the nation.

STATE LEVEL GFWC certificates are awarded at the GFWC Convention to one State Federation in each membership category to recognize outstanding achievement in website implementation and maintenance.

#### **CONTEST RULES**

- Only one website per club or State Federation may be submitted.
- The website homepage must contain a link to [www.GFWC.org](http://www.GFWC.org).
- The website must include contact information for at least one member, defined as email address, telephone number, and/or mailing address.
- The website may continue to be updated after the contest deadline date.
- Submissions must be made via email to [ppoetfwc59@gmail.com](mailto:ppoetfwc59@gmail.com)
- The subject line of the submission email must read Website Contest Entry.
- The submission email must be received by 11:59 p.m. on March 15 in the year in which website entries will be judged.
- The submission email must include: – Club/State Federation name – Website address – President's name and contact information – Name and contact information of person submitting the entry – Number of club/State Federation members – 250-word essay describing website's purpose and the club's/ State Federation's approach to website maintenance

For ideas on creating an informative and engaging website, refer to the Communications and Public Relations Advancement Guide at [www.GFWC.org/membership/club-manual](http://www.GFWC.org/membership/club-manual).