



GFWC Communications and Public Relations Newsletter

April 2020

Spring in Your CPR Step

Everywhere around us, the natural world re-emerges to embrace the sense of renewal the spring season has to offer. Just as in the spring the earth cleanses with rain, some people renew their spirits by changing their unhealthy eating routines or cleaning their problematic closets. We should also cleanse our Communications and Public Relations habits and storerooms.

Your State or Club CPR Chairman should ask these questions.

- Do our social media posts entice others to want to know more about us?
- Are our pictures telling our stories?
- Do our press releases have an effect on our donations, on membership recruitment?
- Are we doing everything to "get the word out" about us?
- Are we reaching out to multiple demographics?

With social distancing being the new norm, we need to work even harder to keep our clubs and club work in the news. Many clubs have spring activities that have been canceled. What can you do as a club to promote your club even though your projects and fundraisers have been temporarily canceled?

- Get the word out about GFWC projects and programs (e.g., have you promoted April as Child Abuse Prevention Month, Arbor Day, April 24)
- Post 'thinking about you' quotes, images
- Post flashback pictures of events and programs with a 'we hope to be meeting soon' message
- Highlight a club member, her past contributions to club and some fun tidbits about her
- Are club members sewing face masks, surgical caps, donating food to local charities, if so, have them send you pictures and post these on social media

Whatever you do make sure you keep your club and club work in the forefront of your public relations activities especially through social media. We can all use some positive postings and feel good news right now.

Donna Shibley

GFWC Communication and Public Relations Committee