

New Jersey State Federation of Women's Clubs of GFWC

Jan Hanson, President

Let Our Voices Soar

JUNE 2020 COMMUNICATIONS BULLETIN

Carole Speechley, Chairman

Welcome to the 2020-2022 NJSFWC Administration! What an exciting time to be involved in communications for our clubs. Jan Hanson, NJSFWC President, has all the chairmen setting goals for their area, but she has set a big Communications goal for our clubs – ***Let Our Voices Soar!***

I'm looking forward to sharing ways you can make your club's voice soar and hope that you will share ways that worked for your club with this chairman. Together we will meet the challenge.

Communications should be part of everything your club does

When thinking about Communications, remember you have two important responsibilities: internal club communications and external community communication. Any and everything your club does can be used to make your club better known in your community and bring potential members to your activities. Keeping your members informed and making them feel needed is equally important.

Articles in the local newspaper are a wonderful way to get your club known, but it's not always easy to get everything you want published. Having a website and using Facebook gives you a place to publicize everything. Many of our clubs already have a presence on Facebook and make regular posts. **This Chairman's goal is that by the end of this administration there will be at least 100 Clubs with Facebook pages and/or websites used to publicize their service projects and promote membership and community involvement.**

Here's a good summer project

This project is one of the top 10 projects reported to GFWC from the 2019 club reports:

*"Every September, the **Hammonton Woman's Civic Club** mails a welcome back letter to current members and any prospective members, and to former members to invite them back. The letter reviews projects completed and upcoming events planned. It includes an invitation to their welcome back dinner, sponsored by the club, to encourage membership. Their GCI Candidate and mother are also invited to this event. Seven members were gained from this in 2019. "*

This year a welcome back letter might be even more welcoming than normal. With the isolation of COVID-19 social distancing, prospective members may be looking for a connection outside their home and your club might offer just what they're looking for. And with so many cancelled meetings and activities, members will love getting it. Summer's a good time to work on this letter, possibly with different versions for the different groups of recipients, current, past and prospective members.

It's the start of a new club year. Let it be a year where our voices soar.