

COMMUNICATIONS SUPPLEMENT 2020-2022

Carole Speechley
233 65th Street
Avalon, NJ 08202
Telephone: 609-368-5243 Email: speechley@njsfwc.org

2020-2022 Communications Goal: 100 Clubs with Facebook pages and/or websites used to publicize their service projects and promote membership and community involvement.

Club Communications and Public Relations Suggestions

- 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 e-mail 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, e-mail 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; 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 ; 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 . Send a photo and a short story to pr@gfwc.org, include the words "Volunteers in Action" in your subject line. Please copy the Communications Chairperson at speechley@njsfwc.org .
- 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.

Media Relations Suggestions

- Create a media list with contact information, telephone numbers and email addresses.
 - Share that list with the District and State Communications Chairmen.
- Include the NJSFWC logo and GFWC 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 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.

Press/News Release Preparation for Media

- Type releases on 8 1/2" x 11" paper, double spaced, with 1" margins, unless otherwise specified; include NJSFWC and GFWC logos, 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 FB, so be sure to send information by other means as well.
- In addition to a website and Facebook, use Twitter, YouTube, Flickr, and Pinterest to share your programs and projects.
- 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 Communication Chairperson at speechley@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.

<p>For information on various communications tools, advocacy, fundraising and membership, refer to the Communications and Public Relations section of the 2020-2022 GFWC Club Manual at www.GFWC.org.</p>

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:

- Maximum size: 11" x 14" sized paper.
- Newsletters submitted must have been published during the previous calendar year.
- Club name, District, NJSWFC of GFWC, Club President, contact information and date** must appear on front page.
- 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 1st**
- Failure to adhere to rules will result in disqualification.
- 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:

- Presentation
 - Format
 - Federation Information
 - 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

- Maximum cover size (15" x 15"). The club name must appear on the cover.
- Information typed on white 8 ½" x 11" sized paper and pasted on the first page to include:

- a. Club/EMD name, District, year and **membership class: check for new classes**
 - b. Membership as recorded in State Yearbook, (For Clubs with an EMD, subtract 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 1st**
 4. Books are to be delivered to Headquarters no later than March 15th.
 5. Include articles, material, and pictures in chronological order from January 1st to December 31st 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 Membershipnumber of pages will be determined at registration

Class B Membershipnumber of pages will determined at registration

For Club entries, deduct EMD members from total member count when selecting membership classification. EMD entries will follow the same rules and membership classes 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.

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 1st**
- 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 1st and December 31st 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, not the actual photographs, may 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 CONTEST

NEWSLETTER CONTEST

Award

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

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)
- Newsletter entry must include contact information for at least one member, defined as e-mail address, telephone number, and/or mailing address.
- All entries must be printed and sent via postal mail, postmarked no later than March 15th to: Email address to be determined.

- 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 it's 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 in the Club Manual at www.GFWC.org .
For complete Newsletter Contest information, refer to the Awards, Contests and Grants section of the GFWC Club Manual at www.gfwc.org.