

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

### Communications Top 10 Project Report

1. The **Boys Charity Group**, a Juniorette Club, used virtual platforms to keep their members engaged, help seniors and get some publicity during a pandemic. In March they held their first virtual meeting on zoom. Part of the meeting was making cards for seniors in nursing and assisted living homes. They turned the cards into a You Tube video and sent the link to the community homes. It's been viewed over 100 times and was a nice way to virtually support the aging community who were beginning to realize they were not getting out and seeing family any time soon. They held their Summer elections using Google Form for voting. And, they ended their year with a virtual holiday party that included playing a trivia game on an app called Kahoot.
2. The **Woman's Club of Cranbury's** Historian creates scrapbook pages for each club, community and Federation event they participate in using the My Memories software package. These pages include attractive backgrounds, departmental logos, photographs, statistics and comments. They are saved in pdf format and uploaded to their website for others to see what their club is doing. At the end of the club year a printed version of the scrapbook is made to be shared at a meeting and kept for their history.
3. The **Woman's League of Mount Holly** made excellent use of Facebook this year. One of their posts for assistance received an overwhelming response from their community when they posted a request for trash bags to be recycled into a park bench. This request spread and soon they had hundreds of responses from new friends and 500 pounds of plastic bags for the park bench filled a member's basement, den and living room rather than a land fill.
4. The **Woman's Club of Caldwell** upgraded their communications by obtaining a Google G-Suite account. This gave them a collaborative workspace and cloud storage for all of their club's work. They obtained a Tech Soup validation token to confirm their non-profit status and verified they owned their domain name in order to get their account approved. They set up email addresses for their board and started training. The first use was made by the Education Committee for their scholarship documents and deliberations. Training is ongoing and they will be finding more uses as they learn.
5. In the first four months of the pandemic, the **Woman's Club of West Milford** donated over 1,500 facemasks, 1350 scrub hats and 500 headbands to first responders, local hospitals, veteran's homes and local businesses and neighbors in need. Press releases to local newspapers asking for donations and later to give thanks for donations helped them accomplish this. The club was honored by a "Smile of the Week" press release from the

staff of St. Joseph Hospital thanking them for their donations. They have continued to sew and donate masks, including to visitors to the local Farmers Market.

6. The **Millville Woman's Club** has a traditional celebration/fundraiser called the Tree of Remembrance to honor the memories of loved ones. Normally this is held at their clubhouse and as each name is called it is placed on the tree. The ceremony ends with a performance by the club's chorus. Due to the COVID-19 restrictions, the club had to revise this. Two club members were filmed reading the names and placing them on the tree and a chorus member performed a solo to close the ceremony. The ceremony was televised and shown for three nights on local television and You Tube.
7. The **Gloucester County Women's Club** has a new spin on apparel with the club's logo. Rather than purchasing the same shirts for their members to purchase, they ask their members to purchase a shirt they liked and then have it embroidered with the club's logo and name at a cost of \$9. With reminders in their newsletter, most members now have a monogrammed shirt to wear at events. With the pandemic, they expanded their logo apparel by having a local vendor design a mask with their flower, the sunflower, and logo, for members to proudly wear around town. They now have masks with their club logo.
8. The **Branchburg Woman's Club** was able to have their food drive table at their town's shortened Country Fair. At the table they had a promotional giveaway. It was a prepackaged tea bag labeled "Branchburg Woman's Club and you...A perfect blend! When you are feeling sad and blue...sit down and have a cup of tea...feel the troubles melt away and start you on a better day!" The label included the club's name, contact information and website address.
9. Our newest club, the **West Orange Woman's Club**, started their first full year in action with a big marketing splurge. They got graphic design services donated for help with their logo design, Facebook banner, event jpegs and the artwork for a large banner to be used at events. Their logo is eye-catching – a multi-pastel-colored circle with the club name around the outside and inside above several raised hands is "Volunteers in Action". The banner was used for a membership drive at their local farmers market and they successfully signed up several new members.
10. The **Contemporary Club of Hasbrouck Heights, Inc.** made a banner to pay homage to the frontline workers. The banner was 6' by 3' and was very prominently on display along the parade route on Memorial Day so the EMT's, Fire and Police Department would see it. They left it up for a month and received a lot of positive comments about it.