

New Jersey State Federation of Women's Clubs of GFWC

Jan Hanson, President

Let Our Voices Soar

JUNE 2021 COMMUNICATIONS BULLETIN

Carole Speechley, Chairman

This chairman is so impressed with the amount and quality of the work our clubs did in communications during the pandemic! You certainly did *Let Your Voices Soar!*

IMPORTANT: Note about the Communication Contests

Several entries this year were missing at least one requirement. Please be sure to familiarize yourself with the requirements now so your entry in February meets all the requirements.

Newsletters: One of the requirements of the newsletter contest is "**Club name, District, NJSWFC of GFWC, Club President, contact information and date must appear on front page.**" There's a good reason for this requirement. While your newsletter is an important way to keep your membership informed and involved, it is also a great tool for attracting new members. Your newsletter could be given to guests at your meetings and events, and handed out at your table at town events to show off your club and all it does. It's important that anyone you give your newsletter to can easily find how to contact you.

Knowing your club is part of a larger organization will make it more appealing to some potential members, so include both the NJSWFC Logo and the GFWC Logo on the first page of your newsletter and proudly state that your club is a member of the NJSWFC and GFWC. Remember, too, that there is a **GFWC Newsletter Contest** and those entries must have the GFWC Logo on the first page.

Scrapbooks and Pressbooks:

Number 2 under requirements for both contests specifies a list of information that must be typed on a white 8 ½" x 11" sized paper and pasted on the first page. Please be sure to check this and the other requirements before starting your scrapbook and/or pressbook and again before sending it to Headquarters to make sure your entry meets all the requirements.

Follow-up from Communication Workshop

During the Communications Workshop in February we discussed social media, mostly Facebook and websites, but mentioning Twitter and Instagram. A good source for information on all of this is in the 2020-2022 GFWC Club Manual under Communications and Public Relations in the GFWC.org Member Portal. The social media starts on page 7 of this document. One important point they make is that most people want to see pictures, so use pictures of your members in action so they can see themselves as members of your club.

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