

New Jersey State Federation of Women's Clubs of GFWC

Jan Hanson, President

Let Our Voices Soar

SEPTEMBER 2021 COMMUNICATIONS BULLETIN

Carole Speechley, Chairman

Some of our clubs returned to meeting in-person in May, others got together over the summer, and most will be meeting in-person this September. Here are a few things to think about as you return to the new normal:

- When publicizing your meetings and events, include "all current CDC, NJ and local COVID-19 requirements will be followed" so your members and guests know what to expect. This should make them more comfortable attending.
- Don't forget the new ways you found to communicate during the pandemic – add these to your communications tool kit.
- The NJSFWC is going to continue to distribute the council bulletins using email, so be sure to email these to all of your members who use email. The information in them could spark an interest in one of your members or give you a wonderful new project.
- Instead of just publicizing what you do for others after you do it, publicize it before, asking for others to join you. You may get a lot of support and maybe even a new member.
- Don't be your town's best kept secret – publicize everything you do.

From the 2020 Reports, here are 2 great ways to communicate with your community:

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.

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.

With everything you do, let your voices soar!