

New Jersey State Federation of Women's Clubs of GFWC

Jan Hanson, President

Let Our Voices Soar

JANUARY 2022 COMMUNICATIONS BULLETIN

Carole Speechley, Chairman

January, the start of a new year, brings in many hopes for the future. Hopefully, as you did your reports, you got a new appreciation for all the good your club does and this gave you hope for another wonderful year.

This Chairman thanks everyone who submitted a Communications report. The numbers are important and go into the totals for New Jersey that our President gets to brag about in her report to GFWC. This Chairman gets to brag to GFWC about the best 10 projects in Communications, giving credit to the clubs that submitted them.

Two Projects from GFWC's 2020 Top Ten in Communications:

CONGRATULATIONS to the Woman's Club of Wenonah for making one of GFWC's top 10!

Farmer's Market in the Park

Woman's Club of Wenonah (NJ) expanded the Wenonah Farmer's Market, a community outreach program they started in 2019. They reached a massive audience through social media advertising. Their market website featured all vendors and offered pre-ordering. They also established a Facebook page and an Instagram account for the market. More than 1,200 people were served and most transactions were hands-free with curbside pickup available. This project gives them broad exposure in the community!

Supporting the Community

Woman's Club of Hermosa Beach (CA) decided to support local restaurants that had donated goods in the past. Each week for 12 weeks, they featured a local restaurant and encouraged the community to order take out and share their experience on social media. They created yard signs, stickers, and window signs that said "Support Local." The signs also featured the club's 100th anniversary and had a QR code that gave information on the club.

IMPORTANT DEADLINES:

- **Postmarked by 2/1/22** to Carole Speechley, 233 65th St., Avalon NJ 08202 :
 - Newsletter contest entry form and 2 copies of the newsletter.
 - Pressbook and Scrapbook entry forms.
- **Delivered to NJSFWC Headquarters by March 15th**, all Pressbook and Scrapbook entries.

What We Do Matters So.... Let Our Voices Soar in 2022!