**New Jersey State Federation of Women’s Clubs of GFWC**

**Communications Top 10 Project Report**

1. The **Metuchen Edison** **Woman’s Club** asked their members to follow on Facebook Della Crews, the anchor of the 6pm weekday newscast on NJ12 and host the weekend half hour show "Spotlight New Jersey”. This and their emails, which Della responded to, developed a connection with her. She gave the club time on NJ News for the club’s scholarship winner, featuring a profile and picture of the winner. Della has announced some of their fundraisers. They found that by supplying her with images and long and short descriptions of their programs and events, she could edit and choose when to put it in a time slot. They learned from Della that they should not send information near a storm or holiday as the item might not get aired due to breaking news.
2. The **Woman’s Club of Medford** not only used their Facebook page for club meeting information but to publicize information pertinent to their mission. They posted content as follows weekly: Member Monday focused on who their members are and what they do; Tuesday Newsday contained news they wanted to get out to the public; Awareness Wednesday focused on whatever the awareness month was (Breast Cancer awareness, etc.); Thursday Thoughts were inspirational thoughts for the day; Friday Feature focused on events, businesses or other organizations in their town that needed attention; and Superwoman Saturday focused on women who were born or had a connection to that particular month.
3. The **Woman’s Club of Wenonah** is known for doing a lot for their community, including running a farmers’ market. One of the special events they do for their community is their annual Dinner where they get to network with other volunteer organizations and celebrate all volunteers. The dinner is held at the club’s meeting place and is open to all volunteer organizations in town. In 2021 they celebrated coming together after the tornado that came through their town with the theme WENONAH STRONG. Each organization gets to speak about their events, causes, etc. The 2021 Friendship Dinner was attended by six organizations.
4. The **Junior Woman’s Club of Bellville,** a newly reestablished club, took a business approach to their projects. In the few short months they have been working within the community, they were able to measure their impact by conducting assessments based on project success, general feedback and new interest in the club. Community feedback provided them with an overall assessment of their initial mission through the completions of projects - the strengths, use of resources and overall impact on the community help them decide how and if they will continue the project in the future.
5. As soon as the need for masks became apparent at the beginning of the pandemic, the **Woman’s Club of Paramus** started making them and donating them to healthcare workers, first responders, schools, veterans’ homes and others in need. By mid-January 2021 they had made and donated 18,000 masks and were still making them. Their VP submitted a press release to several media outlets in the area. This led to their being featured in a few local print publications, and it grew from there. A representative from northjersey.com interviewed their seamstresses and published an article on their website featuring several photographs. This led to channel 13 PBS show Spotlight News reaching out to interview the seamstress in charge, which led to an article in Bergen Magazine’s March issue. From all the publicity they continued to get donations of materials to make more masks and better yet, women expressed interest in their club, growing their membership.
6. The **Woman’s Club of Parsippany Troy-Hills** used their Facebook page to publicize upcoming club meetings and fundraisers, publicize club, sister club and state projects, publicize other local events, send holiday greetings, raise awareness to various social issues and encourage action such as voting and sending e-cards to St. Jude’s kids. These brought them two new members. Their Facebook posts about a bra drive for Free the Girls attracted donations from the community and drew interest from other sister clubs.
7. The **Contemporary Club of Hasbrouck Heights** really made banners work for them. A large banner in 2020 got a lot of attention from the press and public. This year they decided to make their banner for Operation Chill Out, the NJSFWC Special State Project, 6 by 3 feet and once again, the club got a lot of attention. Building on success, they made their membership drive banner 12 by 3 feet and put it across the gazebo in the park. This got them a follow up story and 2 new members!
8. Many clubs wrote about the need to keep in touch with members during the pandemic. One club, the **Book and Needle Club of Oradell** was very effective in this area. In addition to a club website and monthly emails (snail mail for those not on email) and newsletters to their members letting them know everything that was going on in the club, each month board member contacted 2 members. Keeping their members well informed with a personal touch was very successful - they did not lose a member and their projects were generously supported.
9. The **Woman’s Club of Clinton** had a sidewalk table on the main street in their town on “Dicken’s Day”, their town’s day after Thanksgiving celebration. They tempted people to their table by giving out cider, donuts, and homemade cookies, and dog bones to attract those with 4-legged friends. They were able to promote their club and hand out their club brochures.
10. Every year the **Woman’s Club of Ramsey** writes, prints and sells a 48-page booklet, *What’s What in Ramsey.* The booklet contains recipes, household tips and important facts and phone numbers for the town’s services and organizations. It is now in one out of every six households in Ramsey and, in addition to bringing in needed funds, it is a constant reminder of the club and its history.