

**New Jersey State Federation of Women's Clubs of GFWC  
Shirley Holly, President**

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As the Fall season kicks into high gear, remember to keep the public abreast of your club's activities! The Communications goal of the 2022-2024 administration is for the individual clubs to send a combined 130 press releases announcing upcoming events, new Presidents, exciting donations, future item collections, notable anniversaries (for the club or individual members), or other important milestones. They don't have to be long – just a few clear, well-written paragraphs will do. Remember, effective articles address the five "W's":

1. WHO: Your club name prefaced by GFWC and a member of the NJSFWC
2. WHAT: A brief description of the event.
3. WHEN: Date and time of the event
4. WHERE: Place event will be held, including how and where to buy tickets, the cost, and how the public can contact the club for more info (names, email, phone, etc.).
5. WHY: The purposes of the program such as charity or service, benefits to be gained. If the program is for the Special State Project, describe the project using language from NJSFWC.

The lead paragraph must communicate these essential key points. Be brief, clear and make it easy to read. It is helpful to include 1-2 quotes in the release. These could be from a club leader, when appropriate, the NJSFWC President or other representative. The quote can state why the event is meaningful and garner enthusiasm. Here is a sample for formatting: "The Club Name Here is thrilled to host our Bunco night fundraiser at Event Location! We hope to see the town come out in full force to enjoy a fun evening and raise money for a great cause that benefits the children of our community," said Club President "Name Here." These quotes can make your press release ready-made for insertion in a local print or online publication!

This chairman has access to an ever-updating database of press contacts for the state. If you're looking for an extra boost for your release, please reach out to me at the email above and I would be happy to put together a targeted press contact list just for you. And you can find press release templates on the NJSFWC website and writing tips in your supplements.

Please stay in touch with your District Communications Chairperson, whose name and contact info can be found in your state yearbook. Let her know when you have exciting activities or achievements to announce, so we can reach out and help support you in increasing visibility. The key to this is timeliness – let us know several weeks if not months in advance of your event. Press releases work best when they are sent well before an event, rather than after. If the event was a hit, you can always send a follow-up release detailing your success.

Help us help you get the word out about your club!