

**New Jersey State Federation of Women's Clubs of GFWC
Barbara McCloskey, President
Together in Service
United in Friendship**

Communications Bulletin – June 2024

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Effective communication is one of our most important life skills – and the key to the life and success of NJSFWC! This Chairman is thrilled to work with you over the next two years to help spread the word about the wonderful work of service and friendship the women in our state clubs accomplish every day.

This summer I encourage you to think ahead as your club plans its events and activities. Which of your events or initiatives might spark public interest? Perhaps your club is celebrating a milestone or anniversary. Are you throwing a fundraiser for the Special State Project? Perhaps you will hold an event in response to a specific need in your community, like a food drive or other special collection? All of these are press-worthy.

Over the next two years, this Chairman will encourage you to regularly communicate with the press – print and online, and occasionally TV and radio – to increase the visibility of your NJSFWC club. All of this can be done easily via email. Many clubs state, “my local newspaper is gone” or “the reporters never respond.” There are now many online news options to explore. All we can do is try. There is great advice in the state yearbook on how to put together a press release, and samples on the NJSFWC website under “Materials.”

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 help support you. 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. Journalists are less likely to cover “old news.” If the event was a hit, you can always send a follow-up release detailing your success.

Thank you for all your work for your communities and for our state. We can't wait to tell the world about all you do!