

New Jersey State Federation of Women's Clubs of GFWC
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Communicating with your membership is crucial to the health of your club. The initial step is to understand how your members prefer to receive information. You will likely need to use a mix of both new and familiar types of communication. Determine what combination best meets the needs of your membership.

Your newsletter is likely your most efficient method of informing your members about upcoming projects, programs and events. Be sure to include all relevant information. Incorporate photos, when possible, to add interest and create enthusiasm. Keep in mind that your members are busy people, plan and promote events and programs well in advance to encourage participation.

Each newsletter, flyer and email should be double checked for accurate content, spelling and grammatical errors. A second set of eyes just may catch a mistake that could potentially lead to misinformation or confusion.

Remember that getting information out is just that—getting information out. Nothing more. To truly communicate, you need to know that the information was received and understood. Good communication includes the process of repetition. Send reminders about events, being sure to include all pertinent details and contact information for the person(s) in charge. Some of your members may even appreciate a phone call instead. Consider establishing a telephone chain to reach members who may not be comfortable with modern means of communication. Keeping every one of your members informed and up to date with club goings-on is key to the health, and growth, of your club.

SAVE THE DATE:

All Club members are invited to attend a **free Canva Workshop** being offered by NJSFWC on **Saturday, November 9th at 10:30am**. What is Canva you ask??? Canva is an easy to use, free graphic design website that provides templates for presentations, posters, social media content, invitations, flyers, newsletters, trifolds and so much more! Your club can use Canva to make beautiful, customizable documents for just about anything! A laptop is necessary to attend the workshop and RSVP is required. See the attached flyer for all the information. It also can be found in your September Almanac. And, YES!!!.... the flyer was made using Canva!