

NEW JERSEY STATE FEDERATION OF WOMEN'S CLUBS
Communications and Public Relations
Top Ten Projects 2024

1. **Woman's Club of Parsippany-Troy Hills (Highlands District)** A club member created Club bookmarks which included a QR code, NJSFWC and GFWC logos and a website link. The bookmarks were distributed at the town hall Fall Festival as part of the membership materials being handed out.
2. **Pine Lake Woman's Club (Ramapo District)** held their 20th Annual Turkey Drive in partnership with the Community Food Bank of NJ. They networked with numerous community organizations such as the high school, Stop and Shop, and the Wayne Township to promote the drive and arrange for extra volunteers. Extensive social media was used by the club as well as other town organizations to advertise the collection.
3. **Woman's Club of Spring Lake (Shore District)** has begun utilizing the TeamReach app to relay information to its members. The app shows all events for the upcoming 6 months and members can text, post photos and provide feedback on club activities. Users can also acknowledge their attendance at events so that chairman can track the level of participation.
4. **GFWC Woman's Club of Runnemede (Garden District)** hosted a series of Environmental Lectures which are open to the public. The events are promoted in the local press and on social media. Partnership with 3 local town Green Teams increased the visibility of the event and local school students were encouraged to attend for extra credit.
5. **Woman's Club of Paramus (Palisades District)** participated in the GFWC Day of Service by holding a food drive. To promote the collection, they gained approval from the Board of Education of Paramus to have the event flyer distributed via mass email to all the parents of school aged children in town. This outreach supported the collection as well as raised awareness about what the club does to serve their community.
6. **Women's Community Club of Cape May (Southern District)** invites the photographer from the local news magazine, Exit 0, to their December and May luncheons to take photos which are then published in the next issue of the magazine.
7. **Bridgewater Woman's Club (College District)**, using skills acquired after attending the NJSFWC Canva workshop, a member designed an attractive, basic meeting agenda handout to give to guests who are attending a club meeting for the first time. The Collect is included so guests can follow along during the reading, so they feel welcomed and included.

8. **Women's Club of Caldwell (Liberty District)** uses a free non-profit Google account, which allows them to have designated emails for all board members and committee chairmen. They no longer need to give out their personal email for club communication. The Google drive is used to store club documents such as reports, newsletters, membership information and meeting minutes. This documentation is helpful when a new chairman assumes a position as they have access to all prior documents and information needed for the position.
9. **Woman's Club of Boonton (Highlands District)** purchased business cards containing pertinent club information. Members distribute the cards when interacting in the community.
10. **The Haddon Fortnightly EMD (Garden District)** purchased ad space on two Big Belly Trash Cans located in their downtown area. Events such as their Snowflake Run, Lego Contest and Casino Night have been advertised. This prominent display has helped generate interest in the club's programs.